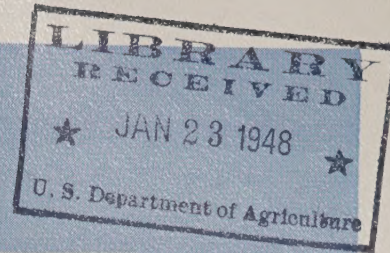


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CAMELLIA JAPONICA, COL. FIREY

FLORIDA NURSERY & LANDSCAPE CO.

LEESBURG, FLORIDA

Branches: OCALA, ORLANDO and GAINESVILLE

"The Home of a Million Plants"

• SERVING CENTRAL FLORIDA •

FROM unpretentious beginnings in 1930 as the Leesburg Ornamental Nurseries on a single lot in downtown Leesburg, there has developed the Florida Nursery & Landscape Co., with the main office located at the north city limits of Leesburg, and with branches at Ocala, Orlando, and Gainesville.

Through these four offices we now serve Central Florida, maintaining an excellent stock of plant material and the best in designing and planting services.

We now have some eighty-five acres of well-grown stock in varieties which have been proved successful in our section of the state. Under normal conditions we offer a complete landscape service, with competent architects to do the planning, skilled planting crews to carry out the plans, and a service department to contract the spraying, mowing, pruning, and fertilizing necessary to keep the garden looking its best. We are still handicapped by the shortage of labor, however, and it may not be possible for us to get to your work as promptly as we would ordinarily. Any any rate, we shall be glad to consult with you and will make every effort to take care of your needs if possible.

While this catalog is planned to help you solve your plant needs, we recommend that you visit one of our nurseries and see the stock before making your selection, if you can. Our staff is always glad to make suggestions and help you in any way possible. Visit us today at one of the locations listed below.



LEESBURG—MAIN OFFICE

Florida Nursery & Landscape Co.
North Dixie Highway

P. O. Box 97

Telephone: 158

OCALA BRANCH

Florida Nursery & Landscape Co.
South Orange Avenue

P. O. Box 390

Telephone: 345

ORLANDO BRANCH

The Garden Mart
1030 North Orange Avenue

Telephone: 2-1491

GAINESVILLE BRANCH

Florida Nursery & Landscape Co.
233 West University Avenue

P. O. Box 374

Telephone: 2270

Our Business Terms

WHEN TO PLANT

Plants from pots, cans, or boxes may be transplanted at any time during the year. Balled and burlapped plants may be moved at any time except during July, August, and September. Barerooted stock is moved only during the dormant season.

WHEN TO ORDER

We suggest that you place your order early, especially for fruit trees and other dormant material, so that we may reserve for you the varieties that you want and prevent disappointment.

TERMS

Cash with order, unless you have already established an account with us. If you want us to reserve and hold stock for you, we require a deposit of 25 per cent.

PRICES

All prices are f.o.b. our nursery, and are subject to change without notice. We offer no discounts.

PACKING

If you want plants shipped to you by express or truck line, please include a 10 per cent charge for packing costs.

TRANSPORTATION

Unless otherwise specified, all orders travel at the cost and risk of the purchaser. Our responsibility ceases upon delivery of the order to the public carrier.

ERRORS

If any mistakes are made in filling orders, we will cheerfully make correction; however, please notify us within ten days after receipt of the goods.



Magnificent color and tropical grace combine to make Florida gardens the envy of the rest of the country

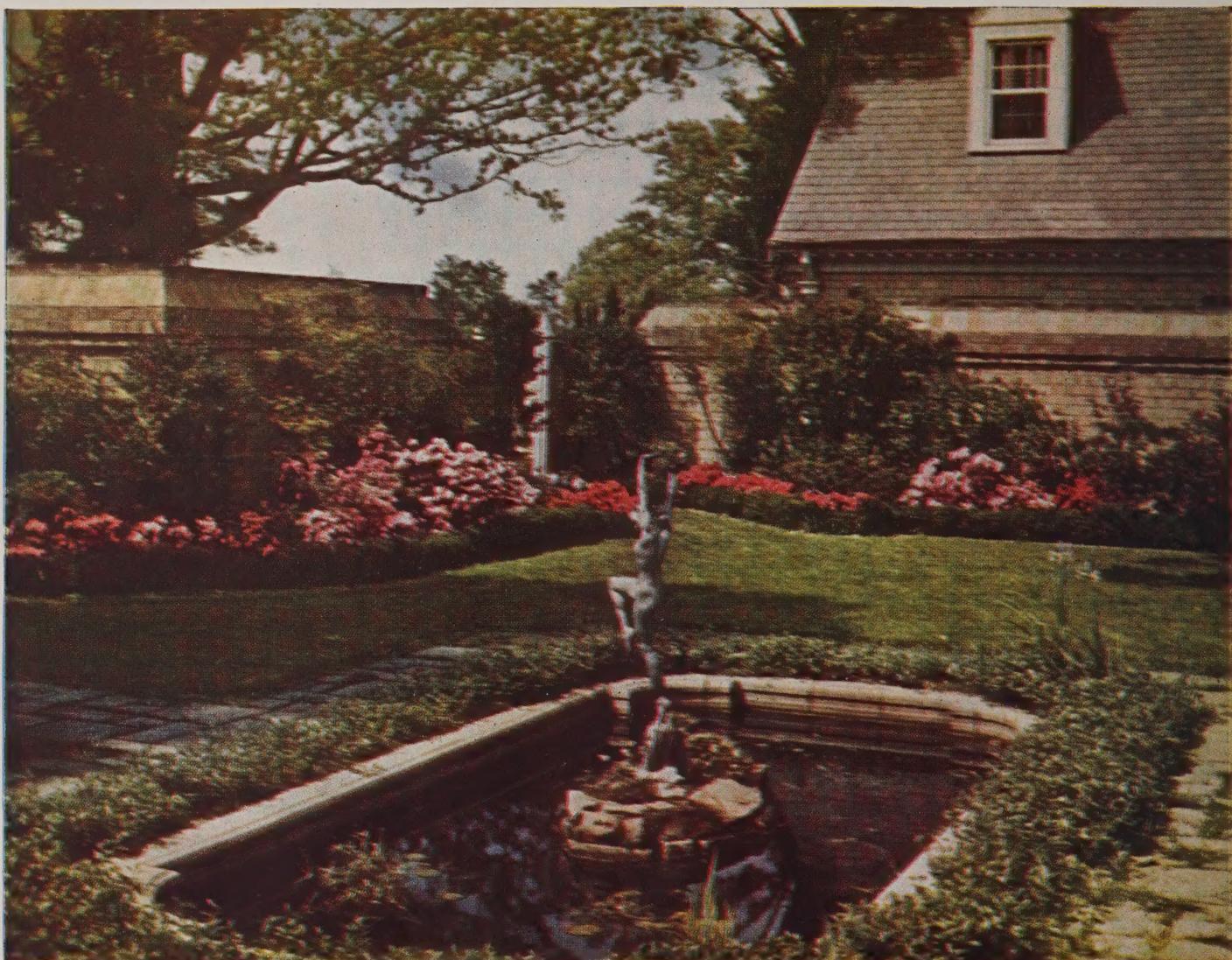
Guarantee

We guarantee all our stock to be true to name, properly rooted, well grown, properly packed, and shipped according to instructions. Our liability under the foregoing guarantee is limited in amount to the original price received. We sell no nursery stock under a guarantee to live, except potted and balled and burlapped plants. These we agree to replace at not less than 50 per cent of the purchase price, during the following planting season, should any die from causes other than neglect.

REFERENCE: As to our standing and responsibility, we refer you to the First National Bank of Leesburg, Fla.

FLORIDA NURSERY & LANDSCAPE CO.

LEESBURG · FLORIDA



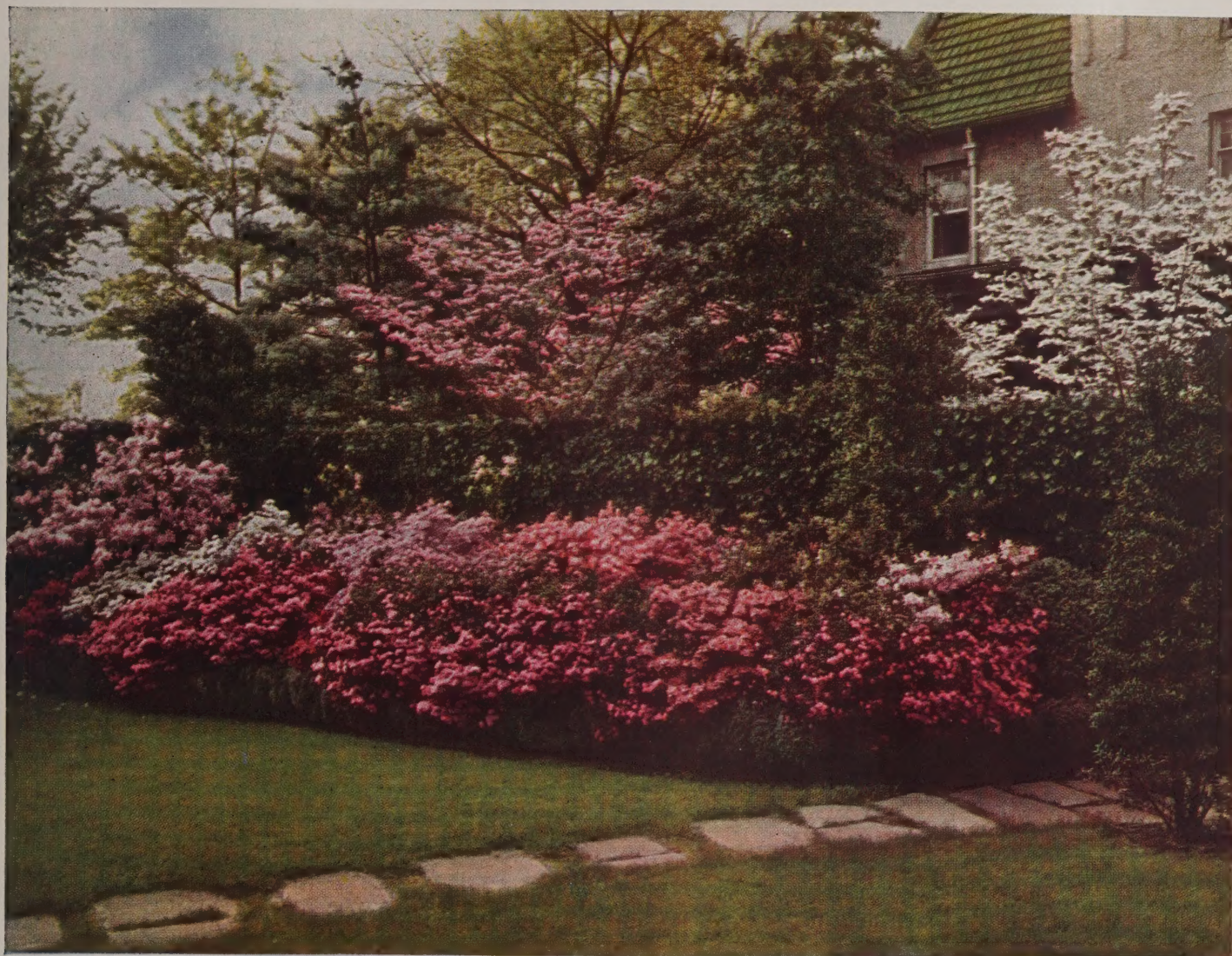
WHATEVER is needed—be it a foundation planting or a formal garden, a living-room out-of-doors or just a few shrubs—we are always ready to offer our services and our suggestions. Our landscape department will be glad to make a plan to help achieve the effect desired.

Why is a plan needed? Only a person who is skilled in design and who has a keen knowledge of plant materials can work out the problems that arise in every garden. With a workable knowledge of the ultimate growth of the plants, their blooming habits, and their adaptability, a skilled designer can plan the planting efficiently in order to achieve the desired effect and express the personality of the home owner.

Plans are not expensive. Rather, it is expensive to plant without a plan. With a plan there is no buying of plants at random, for the right plant, the right number, and the right sizes are purchased for a special location. There will be no moving of plants later, and no misfits to discard and replace. The plants are set out in an orderly way and each one, as it is added, is worked into the design.

The small home owner, who buys plants only occasionally, needs a plan most, for with a plan he knows just what plant should be purchased and where it should go. The background material goes in first, then the foreground and accent plants later. Each plant, as it is added, works into the plan; and each plant, formal or informal, plays a significant part in developing the garden composition.

Gardens can be as beautiful as the owner wants them to be. Pictured here and there through this book, you will see pictures of actual gardens which show the results of thoughtful designing and planting. Such gardens are not an accident, but are achieved by careful planning and skilled execution.



WHEN you see a particularly lovely garden with its sweep of green lawn, the shrubbery border rampant with colorful bloom, and the cool and restful shades of green in the background, perhaps your heart is envious, for that is just the type of garden you wanted and have tried to achieve. And perhaps you have failed and are asking yourself why your garden looks so forlorn.

Here in Florida where folks spend so much of their time out-of-doors, a garden must be a combination living-room, dining-room, and recreation club. There may be a lounging terrace, arranged for comfort and attractiveness, a grill for the cooking and accessories for the serving of meals, and a game court for tennis or shuffleboard or horseshoes. With the increased leisure to come as a result of shorter working hours, there will be more time to plan and bring about the gardens of which you have been dreaming. But along with the ideal arrangements for enjoyable living, there must be an arrangement of plant materials that will provide the privacy desired, as well as express the personality of the gardener.

Or perhaps there is a preference for a formal garden opening off a terrace or sun porch, with a fountain to tinkle merrily, or a pool, with flowers in formal beds, and smooth paths leading to some featured statuary or a seat. A garden of this sort will provide a carefully designed picture at all seasons of the year.

Perhaps there are folks who plant their gardens and home grounds in a haphazard manner and achieve a lovely setting, but these are few and far between. Most unplanned plantings look exactly what they really are—plants or trees simply stuck in at random.

CAMELLIAS • *The Aristocrats of the South*

THE Camellia, introduced into American gardens nearly two centuries ago, has a romantic story. Its native home is in China south of Shanghai, in all Japan south of Tokyo, and in Korea, where it grows to a height of 35 to 40 feet, with dense, well-shaped heads of red and pink flowers bearing clusters of golden anthers in the center. It was named for a Moravian Jesuit, George Joseph Kamel, who traveled through Asia in the seventeenth century.

Some time prior to 1839 the Camellia was taken to England and France, and subsequently to America, where it became one of the treasured shrubs flourishing in the gardens of the old southern mansions. The plant came to be called Japonica—an instance where the specific name has become the common name of the plant. Grown formal and kept pruned, no Camellia was permitted to grow naturally, and all varieties which were not formal doubles were discarded. This trend may have been responsible for the decline of interest in their culture, for they went “out of fashion” along with poke bonnets and hoop-skirts, and other plants took their place in the public eye.

Just eight or ten years ago there developed a new and awakened interest in Camellias, and they are now accepted as the most beautiful of all flowering shrubs. Not only is great interest shown in double varieties, but also in the single (Amabilis), semi-double (Imura), formal double (Pink Perfection), rose formed (Mathotiana rubra), loose peony formed (Herme), and full peony formed (Prof. C. S. Sargent).

HOW CAMELLIAS ARE GROWN

Camellias are easy to grow so long as a few simple rules are followed:

1. They should be planted in good rich loamy soil with acid reaction.
2. Camellias prefer partial shade, but may be grown in the sun if necessary. Never attempt to grow in full shade.
3. Be sure the location is well drained.
4. They should be planted at the same depth they grew in the nursery row.
5. Mulch well with pine straw or oak leaves to help hold moisture.
6. Fertilize only in the late spring and early summer, since late growth will cause less bloom.
7. Keep well watered, especially during the blooming period and when bloom buds are being set.
8. Spray with Volck or some other oil emulsion in 1-60 solution to keep plants clean from scale and insects.



CAMELLIA GIGANTEA

RARE CAMELLIAS, Grafts

Each season we add varieties to our collection of Camellias, and many of them are rare new ones. We have a fine stock of grafted Camellias in these newer sorts, which appeal to Camellia enthusiasts and collectors.

There are advantages in purchasing a grafted Camellia. It grows much faster than one on its own roots, and it is possible to grow a well-shaped plant with a few flower buds on it by the second year. Some varieties are notoriously slow in growing, but by grafting them on a fast-growing variety like Sarah Frost it is possible to make them put on a normal amount of growth. The cleft graft which is used in the grafting of Camellias forms a union that is not likely to throw any suckers after the second year, so there is no danger of a Camellia reverting to its rootstock.

In this book the symbol E indicates early-blooming varieties, M midseason, and L late. However, climatic and weather conditions cause some variation in time of blooming.

ALBA SUPREME. M. Large, full double, white with wavy petals. Glossy green foliage; vigorous grower.

ASPASIA. M. Large, red and white, peony-formed blooms. Dark green foliage, sometimes variegated; fast grower.

BESSIE McARTHUR. E. Very large, clear pink, semi-double to loose peony flowers with prominent stamens. Compact, large, dark green foliage.

BLACK HAWK. L. Tall, slender-growing plant with dark red, semi-double bloom showing yellow stamens.

BOLEN'S PRIDE. L. Very large flowers 5 to 6 inches in diameter, of dark red occasionally showing white spots. Semi-double to peony form.

BRASSENIE. M. Full double, formal flowers with recurved petals. Rose, marbled white. Good foliage.

C. M. HOVEY. M. Sport of Mathotiana rubra. Very large, full double, imbricated red with white markings. Large, dark green foliage with some variegation; one of the best in flowering as well as growth.

COLLETTI MACULATA. M. Peony-formed flower with center of loose petaloids. Deep purplish red with blotches of white.

COLONEL FIREY. L. Synonymous with Mississippi William S. Hastie.

CORNELIA WHITE. M. Full double, formal, of dazzling white. Good foliage.

DAIKAGURA VARIEGATED. Flowers large, thick peony type; deep rose color with large white blotches. Sometimes imbricated.

DANTE. M. Full double, symmetrical, pure white flower with serrated petals. Nice foliage.

DAYBREAK. L. Light pink, peony-formed flower. Long-pointed, medium light green foliage with serrated edges.

DEBUTANTE. E. Large, light pink, loose peony-type flower. Rapid grower.

DERBIANA. E. Rose-like, rose-colored flowers, which, when fully open, show prominent stamens among a few short petaloids. Deep glossy green foliage, long and sharply pointed.

DONCKELARI. E. Very large, semi-double, red flower marbled with white. Very slow grower; compact.

DUCHESS OF SUTHERLAND. M. Large, semi-double, white with pink stripe or dot on one petal. Circle of stamens in center.

ELEANOR OF FAIR OAKS. M. Peony-formed, red and white flower with stamens showing in small petals and petaloids.

ELIZABETH PINK. M. Fully imbricated, clear pale pink, folding back its petals into concave shape as the flower becomes older. Good dark green foliage; compact grower.

EMPEROR OF RUSSIA. M. Very large, red, peony-formed flower with golden stamens among twisted petals. Large, dark green leaves.

EMPRESS. E. Large, semi-double, rose-pink flower with ruffled petals. Very showy bloom.

FANNY BOLIS. M. Semi-double, deep red with numerous white blotches on the petals. Vigorous, dark green foliage.

GIGANTEA. M. Large, peony formed, red and white. Spreading growth.

GLEN 40. L. Beautiful large deep flowers of very dark red. Slow grower.

GOVERNOR MOUTON. L. Peony formed, deep red mottled with white. Good grower.

H. A. DOWNING. Large, semi-double, bright red, with stamens in the center. Medium dark green foliage; loose, spreading growth.

IMPERATOR. E. Large, peony-formed, brilliant red flower. Upright in growth.

IMURA. E. Very showy, semi-double, white flower 5 to 6 inches across, with large porcelain-like petals reminding one of a waterlily. Foliage medium green, long, narrow, and drooping slightly at tips.

JULIA DRAYTON. Large, rose-shaped, deep red flowers in profusion. Vigorous, compact, symmetrical foliage.

LADY HUME'S BLUSH. M. Small, full double flowers of blush-pink, almost white. Sometimes flowers are of perfect star shape.

LADY MARION. M. Large, peony-formed, deep pink flowers. Good foliage and compact, upright growth.

LADY VANSITTART. L. Semi-double, rose-red flowers with pink to red filaments. Narrow, twisted, dark glossy foliage. Slow, compact growth.

LADY VANSITTART VARIEGATED. L. Identical to the foregoing except that the blooms are beautifully striped or marked with white.

LAUREL LEAF. M. Large, full double, lovely light salmon-pink marbled with white. Has numerous narrow, incurving petals opening flat.

MARCHIONESS OF SALISBURY. M. Peony-formed flower of deep madder-red, variegated white. Very dwarf, slender, willowy habit of growth.

MARQUIS D'EXETER. L. Fine peony-formed bloom of blush-pink striped rose-pink, with showy yellow stamens. Vigorous foliage.

MATHOTIANA RUBRA. M. Very large, thick, deep red flower with purple cast. Shows some stamens when fully open. Fast grower with dark glossy green foliage.

MONJISU VARIEGATED. M. Deep red, splashed with white, with prominent stamens. Compact growth.

MRS. LUERMAN. L. Double, imbricated vivid red flower with white markings. Heavy bloomer; slow, compact growth.

NAGASAKI. E. Large, semi-double flower with prominent stamens; thick wavy petals ranging in color from white to deep rose-pink.

PINK BALL. M. Delicate light pink, medium round flowers with regular outer petals and inner petaloids interspersed with stamens. Dull green foliage.

PRINCESS BACHANACHI. L. Full double, dark red mottled with white. Large, rounded, glossy dark green foliage, sometimes mottled with yellow. Slow growth.

PRINCESS NAGASAKI. M. Large, semi-double to single flowers, heavily variegated rose-red and white. Large, deeply serrated, medium to pale green foliage, sometimes variegated with cream-white.

PURITY. L. Dazzling white, porcelain-like formal flowers with slightly waved petals. Slender, vigorous grower with pointed, deep glossy green foliage.

ROSEA SUPERBA. M. Very large, beautiful light pink flowers, showing some stamens when fully open. Fast grower with large, dark green foliage.

SCARLETT O'HARA. L. Formal dark red, with few white spots occasionally. Slow slender growth.

SNOWDRIFT. M. Semi-double, white with yellow stamens. One of the finer whites.

SPECIOSA. M. Peony-formed flower similar to Professor C. S. Sargent, but variegated crimson and white.

SWEETI VERA. A vigorous, open-growing variety with deep green foliage slightly serrated and twisted at the tips. Flower peony form, with white and pale pink; prominent yellow stamens.

VARIEGATED LA REINE. M. Large showy flowers of semi-double to loose peony form, red and white variegated. Large, round, deep glossy green foliage.

VEDRINE. L. Semi-peony form; deep red, with white variegation on the small center petals.

VICTOR EMMANUEL. L. Very dark red bloom of loose peony to semi-double form. Rounded, glossy dark green foliage, deeply serrated at edges.

WILLIAM PENN. L. Semi-double to loose peony form, of deep purplish shade. Glossy, dark green, rounded leaves. A good upright grower.

WILLIAM S. HASTIE. L. Perfect, formal, dark red flowers and large, long, smooth foliage with pointed tips. A slender grower.

(Continued on page 11)



DEBUTANTE



GLEN 40



GOV. MOUTON

SOME Camellias flourishing in your garden will make you glad that you live in the South, where these glorious shrubs are most at home. By choosing varieties carefully, you can have them blooming all during the fall and winter months. The Camellias shown on these pages are an indication of the variety of form and color available.



EMPEROR
OF RUSSIA



ROSEA SUPERBA



PINK PERFECTION



KUMASAKA



VICTOR EMMANUEL



FANNY BOLIS



CHANDLERI ELEGANS



PINK STAR



PROF. C. S. SARGENT



CALEB COPE



SARAH FROST



MATHOTIANA RUBRA



HERMIT



LAUREL LEAF

CAMELLIAS—STAR CLASS

- BLACK HAWK.** L. Tall, open grower with semi-double, dark red flowers centered with yellow stamens.
- BRASENNIE.** M. Full double, white-marbled rose-red flowers. Petals imbricated.
- C. M. HOVEY.** M. Sport of Mathotiana rubra. Full double, imbricated red with snow-white markings on the petals. Very large flower.
- ELIZABETH PINK.** M. A sport of Elizabeth, this flower is soft rose-pink with imbricated petals. Good foliage.
- FANNY BOLIS.** M. Semi-double, large, red and white flowers. Excellent foliage; low, spreading growth.
- IMPERATOR.** L. Peony form, brilliant red with yellow stamens twisted among the petals. Tall, slender habit of growth.
- KUMASAKA.** M. Large, peony-formed, deep pink blooms with prominent yellow stamens. Distinctive foliage which is long, narrow, pointed at the tips, slightly twisted, and sharply serrated around the edges. Compact, upright growth.
- MARQUIS D'EXETER.** M. Full, peony-formed flowers of blush-pink striped rose-pink. A very vigorous, spreading plant with large dark foliage.
- MATHOTIANA RUBRA.** M. Immense, double, deep red flower, which when fully open shows short stamens in the center. Large leaves and a very good grower.
- PINK BALL.** M. Peony form, of regular formation; delicate soft pink flower of medium size.
- PINK SPORT OF DUC D'ORLEANS.** M. Large flower of peony type with slightly wavy outer petals. Soft rose-pink in color.
- PRINCESS BACHANACHI.** M. Full double, formal type, dark red marbled with snow-white.
- PURITY.** L. Very double, symmetrical, pure white flower. Occasionally when fully open there are a few yellow stamens visible.
- SWEETI VERA.** E. Showy peony type; white and pale pink with prominent yellow stamens. Vigorous in growth, with deep green foliage twisted at the tips.
- TEUTONIA.** M. Soft rose-pink with imbricated petals. Low branching growth.
- VARIEGATED DAIKAGURA.** E. Loose peony form with an occasional rose-formed bloom; rose-pink predominant with some variegations. Dark green, sharply pointed and serrated foliage.
- VICTOR EMMANUEL.** L. Large, very dark red blooms of loose peony to semi-double form. Rounded, glossy green foliage with deeply serrated edges.
- WILLIAM S. HASTIE.** L. Perfect, formal, dark red. Large, long, pointed, smooth dull green foliage. Slender growth unless planted in full sun.

CAMELLIAS—CLASS A

- ALBA PLENA.** E. Full double, wax-like, pure white. Light green foliage.
- ANNA FROST.** M. Formal rose-pink. Good foliage.
- BRILLIANT.** L. Full double, brilliant red.
- BROOKLIANA.** E. Deep pink with white spots and blotches.
- CALEB COPE.** M. Full double, formal pink flowers. Spreading habit of growth.
- CAMEO PINK.** E. Full double, light pink flowers with golden stamens in the center.
- CANDIDISSIMA.** L. Full double, imbricated white; very regular in form. Compact growth.
- CHANDLERI ELEGANS.** M. Immense, semi-double, pink and white with golden stamens.
- CHEERFULNESS.** M. Full double, deep rose color.
- CHRISTINE LEE.** L. Semi-double, light pink. Slow, compact growth.
- CLEVIANA.** M. Semi-double, light pink.
- CONTESSA NIEUPORT.** M. Full double, peony type, with 8 to 10 large guard petals intermingled with yellow stamens. Petals are crinkled, soft pink spotted white.
- COUNTESS OF ORKNEY.** L. Large, very double, formal flower; usually white with pink stripes but each bloom varies.
- DUC D'ORLEANS.** E. Large, loose peony-formed flowers of soft fleshy pink striped and speckled rose. Prominent golden stamens.
- DUCHESSE D'ORLEANS.** Formal type, white often striped rose-pink.
- FEASTI.** M. Full double, varying from white with flecks of pink to rose striped or solid pink.
- GILBEAU'S PINK.** M. Full peony form, light pink.
- GOMEZ.** E. Full peony form, salmon-pink spotted with white and striped with rose.

CAMELLIAS CLASS A, Continued

- HARLEQUIN.** M. Double imbricated to peony-formed flowers may be found on the same plant. Pink and white variegated to solid color.
- HERME.** M. Pink and white variegated flowers of semi-peony form. Faint fragrance.
- HORKAN.** L. Semi-double; white striped with red, pink, and rose.
- IMPERATOR.** L. Peony form; darkest red with golden stamens.
- JENNY LIND.** E. Very large, semi-double, white with red and pink stripes.
- KING EMANUEL.** M. Large peony-formed blooms of dazzling red.
- LADY VANSITTART.** L. Large, semi-double, dark red.
- LADY VANSITTART VARIEGATED.** L. Semi-double; pure white base striped with various shades of red.
- LESLIE HOWARD.** Semi-peony form, red with white.
- MADONNA.** M. Formal white.
- MEIG'S SEMI-DOUBLE.** L. Rose color with golden stamens.
- MME. de STREKALOFF.** M. Large, peony form, light pink with small crimson stripes.
- MONARCH.** M. Peony form; deep pink with many clusters of petals and stamens inside the larger outer petals.
- OTOME.** M. Full double, light pink with imbricated petals.
- PINK PERFECTION.** E. Formal double, wax-like flowers of shell-pink. Perfectly symmetrical; one of the best.
- PRINCE EUGENE NAPOLEON.** E. Full double, deep red. Excellent blooms at Christmas-time.
- PROF. C. S. SARGENT.** E. Bomb peony type; dark crimson-red.
- RED COUNTESS OF ORKNEY.** Formal rose-red.
- RUBEL VIRGINALIS.** L. Semi-double, pale blush-pink with golden stamens.

CAMELLIAS—CLASS B

- ALTHEAFLORE.** L. Semi-double, rose color with yellow stamens.
- BEALLI ROSEA.** M. Very double, formal blooms of deep rose-pink.
- CELTIC ROSEA.** M. Semi-double, flesh-pink with golden stamens in the center.
- CHRISTMAS CHEER.** L. Peony form, fluffy deep rose-red.
- CHURCHWELL WHITE.** M. Small, double, pure white. Perfect for hair arrangements and small corsages.
- DIXIE.** M. Medium size, very double, rose-pink.
- ELATA.** L. Large peony form, deep rose color with golden stamens.
- ELIZABETH.** L. Full formal; pure white, sometimes striped pink.
- EMPRESS OF INDIA.** L. Peony form, bright salmon-pink.
- ENRICO BETTONI.** Semi-peony form, large, salmon-pink.
- GLOIRE DE NANTES.** M. Large, semi-double, cerise with crinkled center petals.
- JARVIS RED.** M. Semi-double; crinkled petals of blood-red with golden stamens interspersed.
- KELLINGTONIA.** M. Peony type, red and white. Rapid growth.
- LEANA SUPERBA VARIEGATED.** Large, semi-double to peony form; rose-pink, striped on twisted white petals.
- MATHOTIANA ALBA.** L. Large, very double, pure white, formal flower of exquisite form.
- MRS. ABBY WILDER.** M. Semi-double, peony form, white variegated with faint pink.
- NOBILISSIMA.** M. Peony form, pure white with yellow stamens.
- OPELOUSAS PEONY.** M. Peony form, light pink.
- REV. JOHN BENNETT.** L. Semi-double; orange-red, often with stamens twisted with the petals.
- SACCO VERA.** Large, formal rose-pink. Good foliage.
- SARAH FROST.** L. Very double, deep pink to red. Very hardy and prolific bloomer.
- SEMI-DOUBLE ROSE SEEDLING.** E. Semi-double, soft rose-pink with circle of yellow stamens in the center. Very compact grower with good dark green, small foliage.
- SOPHIA.** L. An informal semi-double of rose color with yellow stamens.
- STANDARD PINK.** L. Formal, medium size, rose-pink. Good dark green foliage.
- THERESA MOSSINE.** L. Very double, shell-pink flowers with narrow petals and high center.
- T. K. VARIEGATED.** L. Semi-double, light pink with darker pink margins and stripes. Large cluster of yellow stamens in the center. Very good bloomer and compact grower.
- TRICOLOR.** M. Semi-double flower with red stripes on almost white petals.

CAMELLIA SASANQUA

- MINO-NO-YUKI** (Snow on the Mountain). Large, double, white blooms of waxy texture. A good plant for hedges and screens; in full bloom it looks like a hill of snow.
- ROSEA.** Large, single, deep pink flower resembling the Cherokee rose. Cluster of yellow stamens in the center. Open, upright growth.

THE great evergreen shrubs of *Azalea indica* are lovely plants at all times of the year. Their lustrous, waxy green foliage is pleasingly restful to the eye, and when they burst forth in all their spring glory one can really be grateful for a home in the South, where these glorious flowers can be enjoyed.

While Azaleas are usually planted between October and June, they may be set out during any month of the year if carefully handled. They will not grow in sand, but require an acid soil and thrive in rich peat.

Azaleas prefer semi-shade. However, they thrive better in full sun than in dense shade.

Prepare the soil thoroughly by spading in peat, well-rotted leaves, and good top soil. Do not add more than 50 per cent of peat and leaves, and avoid commercial fertilizers, poultry manure, and everything of this kind.

Plant in beds, about $\frac{1}{2}$ to 1 inch deeper than they originally grew. Water in well and tamp with the feet. Keep the plants moist but well drained. Like all plants with profuse foliage, Azaleas love a lot of moisture during hot dry weather. Frequent spraying of the foliage, as well as water for the roots, will keep them in bright, healthy condition.

Mulch with oak leaves to a depth of about an inch. Spray with Volck or some other good oil emulsion about once every four months, using a 1 to 60 solution. This is mainly for the prevention of red spider and scale.

AZALEAS for the South



PRIDE OF MOBILE
(*Elegans superba*)



Fertilize sparingly (2 pounds to 100 square feet of bed) each year after blooming. Use Vigoro or some special Azalea fertilizer. The soil should be kept slightly acid. Since Azaleas set their bloom in the late summer and early fall, any fertilizing or stimulation to late growth will force the bloom.

There are over fifty varieties of Azaleas offered in this catalog. These make excellent facers for heavy shrubbery borders, foundation plantings, etc.

AZALEA INDICA



PRINCE OF ORANGE



ANTHEMON



ELEGANS



PRIDE OF
DORKING

WHITE

FIELDER'S WHITE. E. Large, pure white. Free blooming; light green foliage.
NEW WHITE. E. Pure white. Smaller than the above but with darker green foliage.

LIGHT PINK

ELEGANS. E. Light pink. Hardy.
ELEGANS SUPERBA. M. Larger flowers and more compact growth.
GEORGE FRANC. E. Large, light pink flowers. Hardy, bushy.
GERVIN PINK. M. Shell-pink. Slow, compact grower.
MACRANTHA SINGLE PINK. L. Large, light pink. Compact.
MACRANTHA DOUBLE PINK. L. Double, light pink. Very attractive plant with bushy, compact growth.
PRIDE OF MOBILE. E. Same as Elegans superba.

RED and DEEP PINK

BRILLIANT. M. Deep watermelon-red. Small, dark green foliage.
CLEAR DARK PINK. L. Deep pink. Hardy, compact.
COCCINEA MAJOR. M. Bright red. Upright, open growth; good foliage.
CRESCENT CITY PINK. E. Medium size, dark pink.
LORRAINE. E. Hose-in-hose flowers of deep red. Blooms in summer.
PRAESTANTISSIMA. L. Bright red. Free blooming.
PRESIDENT CLAY. E. Bright red. Tall, open growth; free bloom.
PRIDE OF DORKING. L. Deepest red. Open, hardy growth.
PRINCE OF WALES. L. Bright rose-red flowers borne profusely.

LAVENDER

FORMOSA. M. Large, lavender-lilac. Strong growth; good foliage.
PHOENICIA. E. Similar to Formosa but with narrower petals and slower growth.
VIOLACEA RUBRA. M. Deep violet with wavy petals.



COCCINEA MAJOR

FIELDER'S WHITE, LAWSAL

AZALEA INDICA, Continued

VARIEGATED

ANTHENON. L. Striped light pink. Compact habit.

CAVENDISHII. L. Large white flowers with red throat. Hardy bush type.

IVERYANA. L. Large white flowers with pink stripe. Good foliage.

VERVAINE. L. White with red throat. Tall, open growth.

SALMON

DUC DE ROHAN. E. Salmon-pink. Very free flowering.

DUKE OF WELLINGTON. M. Rosy salmon with dark centers. Profuse in bloom.

FREDERICK THE GREAT. L. Salmon-pink. Bushy, compact.

LAWSAL. M. Clear salmon. Profuse bloomer.

NORA LEE. L. Clear salmon color. Compact, bushy.

ORANGE

GLORY OF SUNNINGHILL. L. Orange color. Compact and bushy.

MACRANTHA, ORANGE. L. Bright orange. Bushy, compact.

MAXMILIAN. L. Orange flowers ruffled at the edges. Compact growth.

PRINCE OF ORANGE. M. Bright orange. Very good.

SUBLANCEOLATA. L. Large, orange-red flowers produced freely in clusters. Rapid growth; excellent foliage.



GEORGE FRANC



PHOENICIA

KURUME Azaleas

SLOW in growth, compact in habit, and profuse in bloom, the Kurume Azaleas are one of the most valuable flowering shrubs for landscape work. They may be used as low borders, as a facer for taller plantings, or in pots for accents on porch or terrace. Their brilliant range of colors makes them indispensable for adding color to a planting. With the pastel shades of pink, lavender, carmine, scarlet, rose-red, salmon, and pure white, as well as variegated, a most magnificent display is yours for the asking. Since they bloom when very young, the Kurume Azaleas give a riotous burst of color at their blooming season. Some of the flowers are hose-in-hose, while others are full singles.

Since the Kurumes, like all other Azaleas, prefer acid soil, they should be given liberal quantities of peat. Fertilizing only in the late spring and early summer will insure better blooming.

These will stand much more cold than the Indian varieties, and consequently are used in the colder sections of the South.

RED and DEEP PINK

BENIGIRI. M. Single, deep red. Hardy, compact; narrow foliage.

CHRISTMAS CHEER. M. A Christmas favorite with red hose-in-hose flowers (one inside another). Dark green foliage; compact.

HEXE. M. Large, hose-in-hose, deep red. Low, dense foliage.

HINODEGIRI. L. Vivid rosy scarlet. Shapely, dwarf plant with round foliage.

SUNSTAR. M. Single, medium size, rose-red. Open growing; very showy.

LIGHT PINK

APPLE BLOSSOM. L. Beautiful light pink like apple blossoms, with lighter tints toward the center. Foliage glossy green. Very hardy, compact.

CHERRY BLOSSOM. M. Lovely cherry-blossom-pink, hose-in-hose flowers. Dull, dark green foliage.

CORAL BELLS. M. Shell-pink, shading deeper in the center; hose-in-hose. Glossy green foliage.

DAYBREAK. M. Single, shell-pink, in large clusters. Profuse in bloom; compact growth with good green foliage.

EXQUISITE. E. Lovely, large, salmon-pink, hose-in-hose. Bushy.

HINOMAYO. L. Soft clear pink. Small foliage; compact.

HORTENSIA. M. Soft pink, hose-in-hose flowers in dense clusters. Compact growth.

MAUVE BEAUTY. M. Single, dainty mauve-pink blooms literally cover the plant. Slow growing, compact.

KURUME AZALEAS, Continued

SALMON

BRIDESMAID. E. Bright salmon flowers in large clusters. Free flowering; small, glossy foliage.

PINK PEARL. E. Salmon, hose-in-hose, in large clusters. Free bloomer; bushy.

SALMON BEAUTY. M. Large, hose-in-hose blooms of clear salmon.

SALMON PRINCE. M. Large, single, pure salmon flowers in clusters much like a rhododendron. Compact.

ORANGE

FLAME. M. Single, madder-red, suffused copper. Good foliage; open growth.

VESUVIUS. M. Single, medium size, orange-red. Glossy dark foliage; compact.

WHITE

SNOW. M. Hose-in-hose, snow-white. Free flowering; glossy leaves.

LAVENDER

LAVENDER QUEEN. Flowers light lavender. Free-flowering. Dark green foliage.



CORAL BELLS



BEAUTIFUL KURUME AZALEAS

Salmon Prince
Mauve Beauty
Sunstar

Snow
Hortensia
Hinodegiri

Cherry Blossom
Daybreak
Apple Blossom

Pink Pearl
Coral Bells
Salmon Beauty

Coniferous EVERGREENS

ALTHOUGH evergreens are planted more extensively in the northern states, they may be used very effectively in Florida gardens, for they have an air of formality and dignity that no other plant can offer. Besides, the solid bank of green which their foliage provides serves as an excellent background and frame for the exuberant colors of the flowering trees, shrubs, and vines which flourish in the South.

Used as a specimen, in hedges, informal plantings, or as foundation plantings, the evergreens with their cool green foliage make fine subjects. They range from tiny creeping plants to dense shrubs and magnificent stately trees. The gardener's task—and pleasure—is to choose exactly the right evergreen for the location in mind.



STRIKING ENTRANCE PLANTING, USING JUNIPER, BOXWOOD AND PYRACANTHA



JUNIPERUS JAPONICA SYLVESTRIS

ARBORVITAE orientalis aurea nana. A very attractive little tree with green and gold foliage. The growth is neat, compact, and symmetrical.

A., Baker's Hybrids. A pyramidal form with green foliage.

CEDRUS deodara. An upright-growing Cedar of beautifully symmetrical form. The graceful, drooping branches are covered with silvery blue-green foliage. The tree is a rapid grower and is a favorite living Christmas tree.

CUPRESSUS arizonica oblonga glauca. A hybrid evergreen with almost horizontal growth. Lovely gray-green foliage. This Cypress is quite hardy and is suited to hot dry locations. Planted extensively in the Southwest.

JUNIPERUS japonica sylvestris. Grows well in the lower South. Dark green, needle-shaped leaves. Upright and compact in habit.

J. japonica oblonga. Extremely dark green, compact foliage.

J. japonica pfitzeriana. Low, flat, spreading; bluish green foliage. Very good for dry locations, for it resists drought. Valuable for foundation plantings.

J. virginiana. Red cedar. Dense, dark green head and spreading branches. Grows well on a variety of soils, in either full sun or part shade. Very dependable.

PODOCARPUS macrophylla maki. Broad leaves, light green when young, becoming dark as they mature. Of upright shrubby habit it is easily sheared into hedges and screens.

P. macrophylla sinensis. Very similar to the preceding except that the leaves are somewhat larger and darker green. A more rapid grower.

P. nagi. Entirely different from any of the other Podocarpus. This is a slender, gracefully branched, symmetrical shrub or small tree with oval, dark green, shining leaves.



Florida LAWNS

LAWNS are a vital part of any landscape picture. No matter how many fine plants are used in any planting, or how pretentious the house may be, the effect is lost without a good lawn. A beautiful carpet of rich green grass is the indispensable final touch.

Since the lawn is a permanent part of the landscape, it is essential that time be taken to grade the surface carefully and to prepare the soil properly before the stolons are set. Since the soils of Florida are so sandy, the wise lawn-maker insures the best possible soil by the addition of 3 to 4 inches of peat, which is best spaded and cut into the ground. Not only does the peat add some food to the soil but it also improves its ability to hold moisture. Another advantage is that the built-up soil can hold fertilizer and prevent it from leaching out before the grass roots can pick it up. After the soil is prepared, it should be watered well and rolled to make a compact planting surface.

The grass stolons should be planted in rows about 6 inches apart and 4 inches apart in the row. One bushel of stolons should plant 400 to 500 square feet of lawn surface. As soon as they begin to grow, a second application of good fertilizer should be applied, and plenty of water should be given at all times. With reasonably good care, the area should be covered with grass in sixty to ninety days. During the period of growth, weeds and foreign grasses should be kept out.

LAWN GRASSES

CENTPEDE GRASS (*Eremochloa ophiuroides*). A drought-resistant grass with fine foliage, creeping close to the soil. One of the lawn grasses most used in this section. Needs very little care once it is established and does not require mowing so often. Makes a thick cushiony sod.

ST. AUGUSTINE GRASS (*Stenotaphrum secundatum*). Bitter blue stem. Leaves are broad and easily clipped. Requires less mowing, watering, and fertilizing than any other lawn grass. Somewhat resistant to chinch bug. Remains green the entire year. May be grown close to salt water.

CITRUS FRUITS

Any well-drained garden soil in our area will grow citrus fruit, but it is best to avoid either a stiff clay or an excessively sandy soil. Clay is too difficult to cultivate and sand does not retain enough plant food. A medium loam is therefore to be preferred. Larger trees, like the orange and grapefruit, need 25 to 30 feet each way, while 15 to 20 feet is enough for smaller ones.

We shall be glad to furnish cultural details upon request.



HAMLIN ORANGE

NO PROPERTY in Florida, no matter how small or how large, is complete without some citrus trees to provide fruit for family use. Through careful selection of varieties, a fruit supply for almost the entire year may be had. Even the small property owner can satisfy his desire to have fresh fruit for the picking without sacrificing the attractiveness of his home grounds. Ornamental as well as useful, citrus trees may be used as specimens or in shrubby border plantings. Being evergreen, they furnish a pleasing picture from blooming time until the last fruit is taken from the branches.

Citrus trees are moved with bare roots and are pruned back at the time of moving. These pictures show how they look at the time of planting, and their development in five years' time.

Come in today and let us help you select the varieties that will give you an abundance of fruit over a long season.

One of our trees ready for planting

Same tree after five years



GRAPEFRUIT

- ✓ **MARSH SEEDLESS.** Late. Smooth yellow skin. Seedless.
- ✓ **RUBY PINK.** Early. One of the best. Ruby-pink color, often showing through the smooth skin. Seedless and very prolific. Fine flavor.

LIME

- ✓ **KEY.** Small, very acid, juicy fruit.
- ✓ **LAKELAND.** Smooth-skinned, medium-sized fruit. Acid.
- ✓ **TAHITI or PERSIAN.** Everbearing, with large fruit.

LEMON

- ✓ **MEYER.** Dwarf, with large fruit. Everbearing.
- ✓ **PONDEROSA.** Giant Lemon of fine quality. Novelty.
- ✓ **VILLA FRANCA.** Juicy, strongly acid, seedless.

ORANGES

- ✓ **HAMLIN.** Early. Medium to large fruit of fine quality. Juicy.
- ✓ **JAFFA.** Midseason. Very good fruit with smooth skin.
- ✓ **KING.** Midseason to late. Heavy skin but peels easily. Good flavor.
- ✓ **LUE GIM GONG.** Late. Fruit smooth, of fine quality.
- ✓ **PARSON BROWN.** Early. A favorite for commercial plantings.
- ✓ **PINEAPPLE.** Midseason. Deep red fruit with a distinctive pineapple fragrance and flavor. A heavy producer.
- ✓ **SATSUMA.** Very early. Smooth skin which parts freely from the pulp. Sweet and highly flavored.
- ✓ **ST. MICHAELS.** Blood Orange. Everbearing. Excellent.
- ✓ **SUMMERFIELD NAVAL.** Early. Fine flavor. Best quality.
- ✓ **TANGERINE.** A "kid glove" Orange of medium size. Rich spicy flavor. Deep orange in color.
- ✓ **TEMPLE.** Best of all Oranges. Very juicy and delicious.
- ✓ **VALENCIA.** Late. Medium to large; good color. Finest quality.

KUMQUAT

- ✓ **MARUMI.** Round fruit 1 inch in diameter. Bright golden yellow rind, sweet, with pleasantly acid pulp.
- ✓ **MEIWA.** Round, slightly larger than Marumi. Sweet when fully ripe.
- ✓ **NAGAMI.** Oblong, 1½ to 2 inches long and 1 inch in diameter. Sweet golden yellow rind; acid pulp.

OTHER CITRUS

- ✓ **CALAMONDIN.** Orange-red, 2 inches in diameter. Thin skin, easily removed. Clear, acid juice.
- ✓ **TANGELO.** A cross between a tangerine and a grapefruit. Easy to peel; smaller than grapefruit but similar in growth. Tops in flavor.

TANGERINE
ORANGE



KUMQUAT

GRAPEFRUIT



SMALL FRUIT and NUTS

FORTUNATE indeed is the Central Floridian who has a good selection of trees to provide fruits for his table, for preserves, pickles, jellies, jams, drinks, and for canning.

The varieties we offer have been found best for Central Florida. Within a short time after being planted, these trees will begin to provide your family with delicious fruits.

Not only are these trees valued for their fruits and nuts, but the lovely flowers of the peach, pear, and plum make them valuable also as ornamentals, while the foliage of the loquat and pecan makes them useful for shade. Truly, the versatile fruit trees are a "must" for your home garden.



CELESTE FIGS

MUSCADINE

GRAPES

FLOWERS. Purplish, large, sweet fruit. Aug., Sept.

JAMES. Large, black, juicy. Aug. to late fall.

SCUPPERNONG. Large, bronze, very juicy. Aug., Sept.

THOMAS. Reddish purple with sweet amber pulp.



THOMAS GRAPES

BUNCH

BEACON. Black. Good quality. Early.

CARMAN. Large, black Grape with thin skin.

CONCORD. Large, blue-black, very sweet. Heavy producer.

NIAGARA. Greenish yellow. Prolific. One of the best.



JEWEL PEACH



EXCELSIOR PLUMS. Natural size



SCHLEY



STUART



MONEYMAKER



CURTIS

PECANS ARE A PROFITABLE CROP

CURTIS. Thin shelled, finest quality. Prolific.

MONEYMAKER. Medium size; medium shell. Good quality.

SCHLEY. Medium to large, with very thin shell. Excellent.

STUART. Large, medium thin shells. Very hardy.

FIGS

BROWN TURKEY. Medium-sized, round, coppery brown fruit with amber flesh. Fall.

BRUNSWICK. Dark brown, pear-shaped fruit. Late.

CELESTE. Small; violet color with rose flesh. June, July.

GUAVA

RED CATTLEY. Red skin and yellow flesh. Fruits valuable for jellies, for they are very acid. Fine dark evergreen foliage.

YELLOW CATTLEY. Fruit is yellow all through. These trees are very often used as ornamentals because of the attractive foliage.

LOQUAT

ERIOBOTRYA JAPONICA. A handsome, large-leaved, medium-sized tree producing oblong yellow fruit similar in size to a plum. Fine subacid flavor; valued for preserves and table use. Tree is evergreen and will stand considerable frost.

PEACHES

ANGEL. Large fruit with yellow skin washed with red. Freestone. June.

JEWEL. Best variety for Central Florida. Medium to large Peach of finest quality. Freestone. May.

WALDO. Flesh white, red at stone. Very prolific. Freestone. May.

PEARS

HOOD. Large, yellowish green fruit with white flesh. Juicy and mellow. June, July.

KIEFFER. Yellow, with reddish cheek. Very juicy. Sept., Oct.

PINEAPPLE. Blight resistant. Flesh coarse but juicy. July, Aug

PERSIMMON

GAILEY. Small, oblate-conical, red. Used to insure pollination.

TANE-NASHI. Large, conical, light yellow, changing to bright red. Flesh yellow. Very prolific.

PLUM

ABUNDANCE. Lemon-yellow fruit overspread with bright cherry. Flesh orange-yellow, melting, rich, and with highly aromatic flavor. Heavy bloomer. One of the best-known Japanese varieties.

EXCELSIOR. Medium to large, round fruit of wine-red. Very juicy.



2½-YEAR-OLD PECAN TREE



TANE-NASHI
PERSIMMON

HEMEROCALLIS (Day-Lily)

These decorative perennials are rapidly growing in favor and well deserve their popularity. The flowers are wonderfully beautiful, many of them fragrant; the colors range through all the shades of yellow, from the palest lemon to a deep tawny reddish orange. There are tall varieties as well as low-growing ones, and, if carefully chosen, a succession of bloom may be had from early April through August.

A. E. KUNDERD. 2½ feet. Medium-sized flower of soft yellow. Evergreen. Long blooming season. Midseason.
AJAX. 2½ feet. Brilliant orange flowers. Very floriferous. Evergreen. Early.
AMARYLLIS. 3 feet. Large, golden yellow flowers of heavy substance, vase shaped. Evergreen. Midseason.
ANNA BETSCHER. 2½ feet. Empire yellow. Deciduous. Midseason.
AUGUST PIONEER. 3 feet. Chrome-orange with outer half of petals flushed red. Small flowers in great profusion on well-branched scapes. Deciduous. Late.
AURANTIACA. 3 feet. Orange with fulvous overcast. Evergreen. Midseason.
AURANTIACA MAJOR. 2½ feet. Very large, clear orange flowers. Evergreen. Midseason.
AUREOLE. 2½ feet. Small, deep yellow flowers, star shaped. Evergreen. Early.
BAGDAD. 3 feet. Striking dark brown and red pattern. Recurrent bloomer. Deciduous. Midseason.
BARDELEY. 3 feet. Medium wide-open flowers in pastel shade. Deciduous. Late.
BARONET. 2 feet. Flowers full, brick-red in color. Stays open evenings. Recurrent bloomer. Evergreen. Early.
BAY STATE. 2½ feet. Medium-sized orange flower with ruffled edge. Deciduous. Midseason.
BERTRAM H. FARR. 3 feet. Flower full and large. Rosy peach veined red, no eye. Evergreen. Midseason.
BIJOU. 2½ feet. Semi-dwarf, multiflora type. Ground color orange overcast with fulvous red, darker mid-zone. Floriferous. Deciduous. Midseason.
BOUTONNIERE. 3 feet. Decidedly small flower, yellow and peach bicolor. Grassy foliage. Deciduous. Late.
CABALLERO. 4 feet. Bicolor. Petals vermilion-red, throat and sepals golden yellow. Evergreen. Midseason.
CALYPSO. 3 feet. Large, yellow flowers. Evening bloomer. Deciduous. Midseason.
CHISCA. Bicolor. Pastel shades. Semi-evergreen. Midseason.
CHROME ORANGE. Clear orange. Early, recurrent bloomer. Evergreen.
CINNABAR. 2½ feet. Extra-long blooming season. Orange base, sprinkled cinnamon and strongly gold glistening. Medium large. Good substance.
CIRCE. 2½ feet. Medium clear yellow flowers. Deciduous. Midseason.
CITRINA. Night blooming, fragrant, early. Interesting pale yellow flower.
CRESSIDA. 3 feet. Rich orange flower with fulvous overcast. Very floriferous. Evergreen. Midseason.
DAUNTLESS. 2 feet. Pale cadmium-yellow flower with faint eye and greenish throat. Large, heavy substance; fragrant. Semi-evergreen. Midseason.
DONALD WYMAN. 2 feet. Golden yellow flowers with tawny splotch on petals; 6-inch spread. Deciduous. Midseason.
EMILY HUME. 3 feet. Deep yellow, large fluted flowers. Evergreen. Midseason.
EUROPA (H. fulva). Roadside Lily. Tawny. Deciduous. Midseason.
FESTIVAL. 3 feet. A gay bicolor. Sepals brownish orange, petals English red. Fragrant. Deciduous. Midseason.
FLORHAM. Deep yellow trumpet; fragrant. Long blooming season. Evergreen. Midseason.
FULVA MACULATA. A species much like Europa but flowers much larger and more showy. Blooms later. Deciduous.
FULVA ROSEA. 3½ feet. Deciduous. Good rose color. Late.
GAIETY. 2½ feet. Large, flat, pale yellow flowers. Deciduous. Midseason.
GEORGE YELD. 3 feet. Very large flowers, pale yellow with rosy eye. Deciduous. Late.
GOLD DUST. 1½ feet. Best early dwarf for Florida. Small yellow flowers with bronze reverse. Deciduous. Early.
GOLDENI. 2 feet. Small, smooth clear orange flowers. Deciduous. Midseason.
GOLDEN BELL. 3 feet. Large, medium yellow flowers. Long blooming season. Evergreen. Midseason.
GOLDEN DREAM. 2 feet. Rich, deep orange flowers. Holds up well under sun. Deciduous. Midseason.
GOLDEN WEST. 3½ feet. A big golden flower of good form. Evergreen. Midseason.
HIGHLAND CHIEFTAIN. Wine-purple flower with yellow throat. Long blooming season when established. Deciduous. Late.
HYPERION. 2½ feet. Very large, pale yellow, with greenish cast to throat. Deciduous. Midseason.

IMPERATOR. 3½ feet. Slender-petaled, star-shaped flowers of red and orange. Deciduous. Late.
J. A. CRAWFORD. Large, soft yellow. Evergreen. Early.
KWANSO FLORE PLENO. Double red and orange blooms on very stiff stems. Deciduous. Late.
LEMONA. 3 feet. Pale yellow flowers; fragrant. Grows better in semi-shade. Deciduous. Late.
LINDA. 2½ feet. Interesting pastel in yellow and pink. Deciduous. Midseason.
MAJESTIC. 3 feet. Large orange flowers, slightly ruffled. Evergreen. Midseason.
MARGARET PERRY. 3 feet. Vigorous, star-shaped flowers, orange-red and yellow. Deciduous. Late.
MIKADO. 2½ feet. An orange flower with mahogany-red splotch on the petals. Good bloomer. Midseason. Evergreen.
MINNIE. 2 feet. Tiny dark red flowers borne in profusion. Good grower. Semi-evergreen. Late.
MINOR. 1½ feet. Grassy foliage. Lemon-yellow flowers. Deciduous. Early.
MIRANDA. 2½ feet. Soft apricot flowers borne on widely branched stems. Deciduous. Midseason.
MODESTY. 3 feet. Pale yellow flowers, large and fragrant. Evergreen. Early bloom, and often repeats in fall.
MONARCH. 2½ feet. Light cadmium-yellow flowers that remain open evenings. Deciduous. Midseason.
MOONSTONE. 2 feet. Reddish orange with cream zone in heart of flower. Petals fluted. Deciduous. Late.
MRS. A. H. AUSTIN. 2 feet. Deep golden yellow (almost orange). Good form and substance. Sun resistant. Deciduous. Late.
MRS. PERRY. 3 feet. Big yellow flowers. Evergreen foliage. Long blooming season.
MRS. TIGERT. 2½ feet. Reddish orange flower, much like Rajah. Showy. Deciduous. Midseason.
MRS. W. H. WYMAN. 3 feet. Small, overlapping, ruffled, pale yellow flowers. Deciduous. Late.
OPHIR. 3 feet. Large, trumpet-shaped, yellow flowers. Deciduous. Midseason.
ORANGEMAN. 2 feet. Small flowers of orange, borne in clusters. Deciduous. Early.
PALE MOON. 3 feet. Beautiful pale yellow of excellent form and sturdy growth. Deciduous. Late.
PATRICIA. 3 feet. A lovely pale yellow with greenish throat; recurving petals. Fragrant. Evergreen. Late.
PORT. 2½ feet. A full, small flower. Rich, sprightly red, with sturdy, much-branched scapes. Slightly darker in mid-zone, greenish throat. Deciduous. Late.
PRINCESS. 3 feet. Ruffled flower of pale yellow. Evergreen. Late.
QUEEN MARY. 3½ feet. Large, deep yellow flowers, outstanding among the early varieties. Evergreen.
QUEEN OF MAY. 3 feet. Wide-open yellow flowers. Good bloomer. Fragrant.
RADIANT. 2 feet. Clear, pure orange. Deciduous. Midseason.
RAJAH. 3 feet. Bright orange-red with darker eye. Very striking in this section. Deciduous. Late.
RED BIRD. 3 feet. Scarlet flowers on well-branched scapes. Lusty grower. Evergreen. Late.
REGINALD PERRY. Pale yellow flowers shading to apricot on the tips of the petals. Lusty grower. Deciduous. Late.
ROYAL. 3 feet. Golden yellow flowers. Long blooming season. Evergreen. Late.
SACHEM. 3 feet. Dark red flowers, borne on stiff upright stems. Good substance. Holds color in full sun. Evergreen. Midseason.
SCARLETT O'HARA. Medium flower of bright red; yellow throat. Evergreen. Midseason.
SEMPERFLORENS. 3½ feet. Large, funnel-shaped flowers of soft apricot-orange. Evergreen. Early.
SERENADE. 2½ feet. Very light pastel shades of yellow and coral-pink; petals twisted and crinkled. Deciduous. Midseason.
SHIRLEY. Large open flowers of pale apricot-yellow with very fluted petals. Evergreen. Late.
SIBYL. 3 feet. Dark-flowered type, petals striped and darker than sepals. Evergreen. Midseason.
SIRIUS. 2½ feet. Rich orange, funnel shaped, with a faint red tinge. Deciduous. Midseason.
SIR MICHAEL FOSTER. 3½ feet. Large, trumpet-shaped flowers of soft apricot-yellow. Evergreen. Midseason.
SONNY. 3 feet. Pale lemon-yellow flowers with a greenish throat; recurving petals of firm thick texture never hurt by sun. Evergreen. Late.
SOUDAN. 3 feet. Clear empire-yellow, with broad overlapping petals and wavy margins. Evergreen. Midseason.



BOUTONNIERE



PATRICIA

AUGUST PIONEER



HEMEROCALLIS (*Day-Lily*), Continued

SOVEREIGN. 2 feet. Pale chrome-yellow flowers of small size. Deciduous. Early.

STAR OF GOLD. 3½ feet. Pale yellow, star-shaped flowers, borne on tall, well-branched stems. Evergreen. Midseason.

SUNGOLD. Deep orange flowers, well formed. Deciduous. Early.

SUNKIST. Pastel rose and fulvous bronze. Low growing, deciduous. Late.

SUNNY WEST. Canary-yellow flowers. Best in partial shade. Tall. Deciduous. Late.

THE GEM. 3 feet. Very good standard yellow. Evergreen. Midseason.

THERON. 2½ feet. Very dark maroon flowers with yellow throat. Deciduous. Late.

THE YEARLING. 3 feet. Small-flowered multiflora type; soft peach and brown tones. Very floriferous and vigorous. Evergreen. Midseason.

THUNBERGII. Pale yellow; fragrant. Deciduous. Late.

TRIUMPH. Interesting form of rich orange; large. Evergreen. Late.

VESTA. 2½ feet. Deep orange flowers with slight fulvous eye. Evergreen. Midseason.

VIRGINICA (Natural variety). A triple rather than a double. Peach and rose. Tall growing and good bloomer. Deciduous. Late.

VULCAN. 3 feet. Deep maroon flowers with orange throat. Evergreen. Midseason.

WAU-BUN. 2½ feet. Light cadmium-yellow with a faint fulvous cast. The twisted character of the petals is individual and charming. Evergreen. Early.

WINSOME. 2½ feet. Pale creamy yellow, wide-open flowers; fragrant. Deciduous. Early.

WOLOF. 3 feet. Large flower of maroon with brownish cast; yellow throat. Evergreen. Late.

YELDRIN. 3 feet. Small, yellowish orange flower with buds and backs of sepals brown-red. Stays open evenings. Much branched. Evergreen. Late.

ZOUAVE. 3 feet. Red and yellow bicolor. Evergreen. Early, with bloom repeated in the fall.



COCOS AUSTRALIS



**ZAMIA INTEGRIFOLIA AND
PHOENIX ROEBELINI**



PHOENIX CANARIENSIS

• PALMS and CYCADS •

TROPICAL atmosphere is the theme of Florida plantings, and nothing can achieve it with such striking emphasis as the huge, arching fronds of the many varieties of Palms which can be used in outdoor plantings. Palms need very little in the way of special care. They do require a rich soil with plenty of humus and moisture, and should be given at least two applications of fertilizer each year. This will keep them in fine condition.

ARECASTUM ROMANZOFFIANUM (*Cocos plumosa*). Commonly known as Queen Palm. Particularly adapted to the high, well-drained sections of Florida.

BUTIA CAPITATA (*Cocos australis*). Recurved, gray-green foliage. Very hardy; rather dwarf. Thrives in any soil.

CARYOTA URENS. Fishtail or Toddy Palm. Bipinnate foliage, with the appearance of having been cut into hundreds of fish fins. One of the best conservatory and house Palms.

CHAMAEROPS EXCELSA. Windmill Palm. Dark green, fan-shaped leaves on slender trunks. Very hardy.

CHRYSSALIDOCARPUS LUTESCENS (*Areca lutescens*). Prized as tub specimens and house plants. Slender ringed trunk and graceful curved foliage. Suckers and forms a splendid clump.

LIVISTONA CHINENSIS. Chinese Fan Palm. Handsome fan leaves. Hardy; prefers partial shade. Makes a good house Palm.

PHOENIX CANARIENSIS. Canary Island Date Palm. Tall-growing, massive trunk; long, gracefully drooping foliage. Hardy.

P. RECLINATA. Senegal Date Palm. Gracefully arched, dark green fronds. Suckers form a dense clump of feathery foliage.

P. ROEBELINI. Pigmy Date Palm. Fine, fern-like foliage. A dwarf species especially suited for house culture; attractive also for patio, lawn, or foundation planting where temperature permits.

SABAL PALMETTO. Cabbage Palm. A native Palm with a tall trunk and a large head of giant fan leaves. Very hardy.

WASHINGTONIA ROBUSTA. Thread Palm. A heavy trunk and a compact head of fan leaves copiously furnished with white threads. Hardy.

ZAMIA INTEGRIFOLIA. Coontie Palm. A palm-like cycad with tufted dark green, fern-like foliage about 2 feet high. Hardy.



ARECA



Washingtonia robusta

In planting Palms, dig a large hole and fill in with rich soil and well-rotted stable manure. Do not disturb the roots in setting out the plant. Keep the fronds tied loosely together for several weeks to prevent wind damage.



COCOS PLUMOSA

Flowering SHRUBS

IN PLANTING your home grounds you are doing more than just planting shrubs to make a hedge or a foundation planting or a shrubbery border. You do all that, but you do even more. You are painting a picture, by using the shrubs with flowers and colored foliage as the colors, and your lawn and house as the canvas or background on which you paint. Instead of putting in a mere collection of plants to fill the space, you should study your garden carefully and relate it directly to your house. Like the house, it should be an expression of your personality.

Central Florida is rich in flowering shrubs. The most difficult task for the average home-owner is to narrow down the choice to the particular plants best suited for the spot he has in mind, or the desired effect he wants to produce. Here we can help. Our experienced personnel is always glad to make suggestions and to help you in any way possible.

ARDISIA CRENULATA. Christmas Berry. Large, dark green foliage with brilliant red berries borne underneath the sheaf of leaves. A fine subject for shade.

A. CRENULATA ALBA. Like the preceding but with white berries.

BELOPERONE GUTTATA. Shrimp Plant. A small-branched shrub with pointed green leaves and much-branched floral bracts of rich reddish bronze, resembling a shrimp in form and color. The small, inconspicuous flowers are two-lipped, white and orchid. Practically everblooming.

BRAZILIAN PEPPER (*Schinus terebinthifolia*). A rapid-growing shrub with dark green foliage. Flowers in terminal heads during the summer, followed by clusters of bright red berries in winter.

BUDDLEIA. Rapid-growing evergreen shrubs, commonly called Butterfly Bush. The flower clusters bear a resemblance to lilacs and are attractive to butterflies.

B., LAVENDER. Lavender-lilac.

B. LINDLEYANA. Purplish violet.

B., WHITE. White with yellow stamens.

B., Yellow. Clear yellow spike.

BUXUS JAPONICA. Japanese Boxwood. Compact, small-leaved, evergreen shrubs. Excellent for borders and hedges.

CALYCANTHUS FLORIDUS. Sweet Shrub; Carolina Allspice; Strawberry Shrub. A graceful shrub 7 to 8 feet high, with velvety maroon-colored flowers with an unforgettable fragrance.

CESTRUM NOCTURNUM. Night-blooming Jasmine. A large, rank-growing shrub with large, olive-green leaves. The masses of greenish white flowers are tubular, small, and extremely fragrant after dark.

C. DIURNUM. Day-blooming Jasmine. Large, open shrub with dark green, shining foliage and masses of pure white, tubular flowers at intervals through the year.

CHALCAS PANICULATA. Orange Jessamine. Small, compact foliage similar to boxwood. Flowers are white, very fragrant, and about the size of an orange blossom.

CHERRY LAUREL (*Laurocerasus caroliniana*). Small, creamy white flowers followed by glossy black berries. Shiny green foliage. Hardy and rapid growing. Native.

CLEYERA JAPONICA. Thick, glossy green leaves with red midrib. Fragrant, creamy white flowers. Red berries in winter. Evergreen.

CROTON (*Codiaeum variegatum*). A tropical shrub valued for the wide variation in leaf color; reds, pinks, yellows and greens, sometimes with several colors combined in one leaf. Used as pot plants, or as shrubs where the temperature permits.

CUPHEA HYSSOPIFOLIA. Elfin Herb. Dwarf plant with tiny foliage, almost always covered with tiny lavender flowers. Prefers part shade.

DAEDALACANTHUS NERVOSUS. Blue Sage. Coarse-foliaged plant with terminal spikes of royal blue flowers. Blooms in winter.

DURANTA PLUMIERI. Golden Dewdrop. An evergreen shrub with green leaves and racemes of lavender-lilac flowers. The yellow berries hang on all winter. Hardy.

D. PLUMIERI ALBA. Flowers white instead of lilac.

ELAEAGNUS PUNGENS. Foliage dark green above and silvery beneath. Small, creamy yellow flowers in clusters.

E. PUNGENS AUREA. Leaves margined with gold.

E. PUNGENS AUREA MACULATA. Smaller in growth but more showy because of gold markings and margins on the foliage.

E. PUNGENS VARIEGATA. Leaves margined with yellowish white.

EUGENIA UNIFLORA. Surinam Cherry. Dark green, glossy foliage with new growth shaded red. Dark red, delicious fruit of good size.

EURYA JAPONICA. A dwarf, compact shrub of low, spreading habit. Elongated green leaves with a well-defined midrib. The greenish white flowers are followed by black fruit.



BUDDLEIA, the attractive Butterfly Bush



CALYCANTHUS FLORIDUS



VITEX or CHASTE TREE



OLEANDER (*Nerium oleander*)

Flowering SHRUBS

FEIJOA SELLOWIANA. An evergreen shrub with handsome gray-green foliage and fleshy pink flowers with long red stamens. Commonly called Strawberry Guava.

GARDENIA FLORIDA. Cape Jasmine. Large, dark, shining foliage and double, formal, white, very fragrant flowers make this one of the most prized shrubs for this section. Needs an acid soil.

G. FLORIDA VEITCHII. Florist's Gardenia. More symmetrical, smaller flowers on a dwarf plant. Blooms several times during the year. Excellent for cutting and corsage work, also as pot plants.

HIBISCUS ROSA-SINENSIS. Large, showy green foliage and colorful bell-shaped blooms. Excellent for mass plantings and hedges, where climate permits.

H. EUTERPE. Single salmon flowers with reddish veins, shading to red at throat.

H. FUCHSIA. Pendulous blooms resembling a fringed fuchsia. Lovely orange-red, with long stamens.

H., SINGLE PINK. Very large, deep pink flowers.

In choosing shrubs for your property, develop a far-seeing eye. Foresee the day when they will reach out for more breathing space, and don't crowd them now. Foresee them in full bloom, and plant harmonious colors together. Plan for all-year color from foliage and flowers and don't overlook the importance of fragrance and berries.



PYRACANTHA
COCCINEA LALANDI



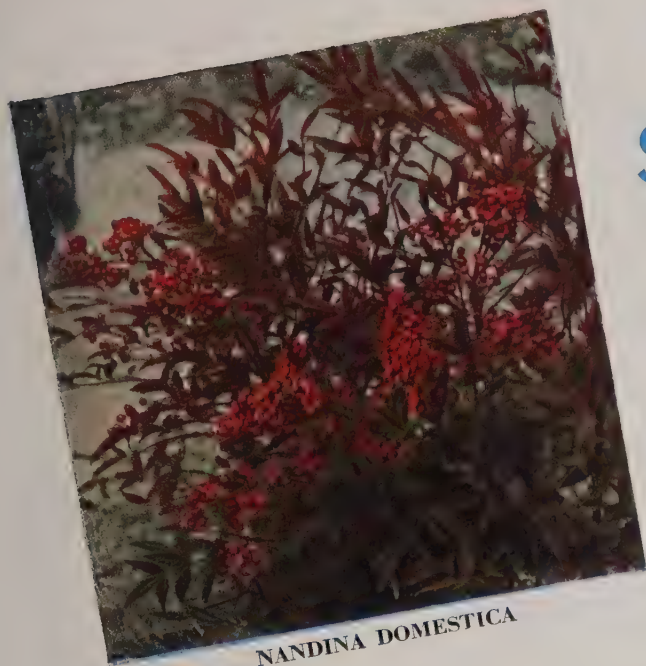
Eleagnus pungens
aurea maculata

Eurya japonica

Clecyra japonica



HYDRANGEA MACROPHYLLA OTAKSA



NANDINA DOMESTICA

The Best SHRUBS for Central Florida



POINSETTIA

HIBISCUS, SINGLE RED. Brilliant dark red.

H., SINGLE SCARLET. Large, flaming scarlet.

H., SINGLE YELLOW. Huge, single yellow flower. Grafted on ordinary rootstock to produce more hardy plants. Hawaiian type.

HOLMSKIOLDIA SANGUINEA. Chinese Hat Flower. A willowy shrub with medium green leaves. Along the sides of the branches are clusters of brownish red and yellow flowers closely resembling Chinese hats. Blooms in summer and fall.

HYDRANGEA HORTENSIS. Very ornamental dark green foliage. Giant trusses of flowers in spring, ranging from white through pink, blue, and lavender. Likes some shade.

ILICIIUM ANISATUM. East Indian Anise. Handsome broad-leaved evergreen shrub with aromatic anise-like odor when crushed. Flowers small, inconspicuous, creamy white.

IXORA COCCINEA. Flame of the Woods; Jungle Geranium. Large, dark green foliage and terminal clusters of brilliant red, star-shaped flowers on slender tubes. Very tropical.

JASMINUM ILLICIFOLIUM. Very shining, pointed leaves and terminal showy clusters of fragrant white flowers; faintly pink in the bud.

J. PRIMULINUM. Long, slender, trailing branches with small, dark green leaves. Flowers rich primrose-yellow, semi-double. Splendid for foundation or screen plantings.

J. PUBESCENS. A climbing evergreen vine with pubescent foliage. Fragrant, white flowers in dense clusters.

JASMINUM SAMBAC. Grand Duke Jasmine. Dark green, crumpled foliage and very double, intensely fragrant, white flowers.

LANTANA DELICATISSIMA. Weeping Lantana. Vining type with delicate fern-like foliage and many lavender flowers in clusters.

LIGUSTRUM CORIACEUM. A hardy, dwarf variety with small, very dark, crinkled leaves.

L. EXCELSUM SUPERBUM. A rapid grower with brilliantly colored, yellow and green variegated foliage.

L. IWATA. Dwarf variety with small rounded leaves, mottled yellow.

L. JAPONICUM. Large green leaves, often with reddish margin. Creamy white flowers followed by bluish black berries. Tall grower.

L. LUCIDUM. Bushy, compact shrub with waxy, dark green leaves and panicles of white flowers followed by black berries.

L. LUCIDUM NOBILE. More upright in growth.

MALPIGHIA COCCIGERA. Dwarf Holly. Shining holly-like foliage; flowers small, crepy, pink, followed by bright red berries. Seldom grows more than 2 feet tall.

M. GLABRA. Barbados Gooseberry. Light green leaves and terminal clusters of deep pink flowers. Edible red fruit.



LIGUSTRUM JAPONICUM



LIGUSTRUM LUCIDUM



GARDENIA

Flowering SHRUBS

NANDINA DOMESTICA. Heavenly Bamboo. Finely cut foliage, attractively compound, colorfully tinged with red in fall, winter, and spring. Large terminal clusters of bright red berries in winter.

OLEANDER (Nerium oleander). Large, woody shrub with rose-like flowers of red, pink, and white, in both single and double forms. Requires very little care and will thrive in salt spray.

OLEA FRAGANS. Tea Olive. Dwarf evergreen with bright green leaves and small white blooms with a pleasing fragrance. Blooms in winter and spring.

PHOTINIA GLABRA. Shining green foliage, wine colored when young. Should be pruned often to keep the new foliage coming on.

P. SERRULATA. Serrated, glossy dark green leaves and large clusters of white flowers. New growth is red. Red fruit in winter.

PHYLLANTHUS ROSEO-PICTUS. Calico Plant. Small, dark green leaves, variegated with rose, cream, and pink.

PITTIOSPORUM TOBIRA. Thick, dark green leaves in rosettes on the stem. Flowers in dense terminal heads, creamy white and very fragrant.

P. TOBIRA VARIEGATA. Foliage is variegated light green and white.

PLUMBAGO CAPENSIS. Blue Leadwort. Small, willowy branches with small, light green foliage along the joint of the stem. Flowers in dense rounded heads, salver shaped, and of a lovely azure-blue.

POINSETTIA (Euphorbia pulcherrima). Universally known as the Christmas flower. Rich red bracts furnish the color. Large, light green leaves.

PYRACANTHA ATALANTOIDES. Upright growing, with bright red fruit.

P. COCCINEA LALANDI. Firethorn. An evergreen shrub with small, narrow leaves and thorny branches. White flowers, followed by orange-red berries in winter.

P. FORMOSANA SPLENDENS. Compact in growth. Fruit is deep glossy red, in immense clusters.

RAPHIOLEPIS INDICA. Indian Hawthorn. Shining dark green foliage. Star-shaped, pinkish white flowers and purple-black berries.

R. JAPONICA. Japanese Hawthorn. Bright green leaves; new growth tipped red. Showy, pinkish white flowers in large panicles in early spring. Evergreen.

SERISSA FOETIDA VARIEGATA. A much-branched shrub with clusters of dark green, yellow-margined leaves placed thickly along the branches. Star-shaped, white flowers.

SEVERINIA BUXIFOLIA. Foliage dark green and shining, resembling boxwood; branches thorny. Used primarily as hedge.

SPIRAEA VANHOUTTEI. Deciduous shrubs blooming profusely in early spring. Small white flowers in masses.

STENOLOBIMUM STANS. Yellow Elder. Pale green foliage accented with large terminal clusters of tubular, golden yellow flowers in early spring.

TETRAPANAX PAPHYRIFERUM. Chinese Rice Paper Plant. Erect, single-stemmed plant with large palmate leaves resembling the castor bean, but much larger and more handsome—dark green above and silvery underneath. The white flowers are carried in long drooping racemes, which are very showy and last well when cut.

THUNBERGIA ERECTA. Pointed, dark green foliage. Flowers rich deep purple with yellow throat.

THYALLIS GLAUCA. Foliage small, round, pleasing light green, turning to olive and darker tints in the sun. Terminal clusters of brilliant yellow flowers are borne almost continuously all year.

TIBOUCHINA SEMIDECANDRA. Princess Flower. Leaves large, deeply veined, velvety; flowers rich violet-purple, borne profusely in late summer and fall. Foliage turns brilliant red before falling.

VIBURNUM ODORATISSIMUM. Large, glossy dark green leaves; fragrant white flowers in dense heads in late spring. Fine for foundation and mass plantings.

V. SUSPENSUM. Large, deeply veined, rough foliage. Cream-colored flowers in spring and summer. Dwarf.

VITEX AGNUS-CASTUS VARIEGATA. Variegated Chaste Tree; known also as Lavender. Light green leaves variegated with white; lilac flowers in clusters.

V. NEGUNDO. Coarsely serrate foliage and spikes of pale blue flowers, also with lavender fragrance.

YUCCA ALOIFOLIA. Spanish Bayonet. Long, narrow, rigid leaves with spiny tips. Flowers creamy white, in long spikes from the center of the leafy crown.

Flowering TREES

IN THE SOUTH, trees are real necessities for health and comfort; they are valuable not only for their shade but also for their flowers, seed pods, and foliage. Without some shade most home grounds have a forlorn and unfinished look. Properly placed shade trees can change an ordinary-looking property into a distinguished one, for they can cut out what needs to be hidden and emphasize the good points. The flowering trees with their profusion of lovely bloom are most attractive in season.

Generally speaking, the best location for trees is to the rear and side of the grounds, where they can frame the house without preventing light or air from reaching it.

In selecting your trees, the best plan is to select the tree for the spot, not the spot for the tree. Thus you will be sure of adding the touch that you desire, rather than just sticking in a tree to take up room.

ACACIA CORNIGERA. Bullhorn Acacia. A small tree with finely cut, bipinnate foliage and large inflated spines resembling the horns of an ox, often curved and twisted.

AUSTRALIAN PINE (Casuarina cunninghamiana). Finely cut foliage similar to that of true pines, though smaller. Valuable for hedges, windbreaks, etc.

BAUHINIA ALBA. White Orchid Tree. Deciduous but produces masses of lovely orchid-like flowers in early spring. Foliage bilobed; flowers pure white.

B. VARIEGATA. Flowers 3 or more inches across, of pleasing lavender with a deeper purple center petal.

CALLISTEMON RIGIDUS. Bottle-brush. Small, slender, dark green leaves. Cylindrical, brush-like flower spikes of bright green with many brilliant red stamens producing a brush-like effect.

C. CITRINUS. Weeping Bottle-brush. Foliage is lighter green and growth is trailing.

CERCIS CANADENSIS. Redbud; Judas Tree. A deciduous tree with rounded leaves, producing an abundance of rosy pink flowers in early spring before the leaves appear.

CHERRY LAUREL (Laurocerasus caroliniana). Shiny green leaves; small, creamy white flowers followed by glossy black berries. Hardy and rapid growing. Native.

CORNUS FLORIDA. Dogwood. A small tree with spreading, heart-shaped foliage, brilliant in color in the fall. Snowy white bracts are abundantly produced in early spring before the leaves.

CRAPE MYRTLE (Lagerstroemia indica). A deciduous tree with immense bouquets of flowers in spring and summer. We can furnish it in rose and white.

GORDONIA LASIANTHUS. Loblolly Bay. Native evergreen tree with lanceolate leaves, silvery beneath and green above. Large, snowy white flowers borne in profusion in spring.

GREVILLEA ROBUSTA. Australian Silk Oak. Dark green, fern-like foliage, silver beneath. Large trusses of orange-yellow flowers with an undertone of brown are borne in profusion in early spring.

MAGNOLIA FUSCATA. Banana Shrub. Small tree with brown-tomentose branchlets and shining dark foliage. Flowers yellowish white, with banana fragrance.

MELALEUCA LEUCADENDRA. Cajeput or Punk Tree. Slender tree with willowy branches and narrow gray-green foliage. Flowers creamy white, shaped like bottle-brush. Bark is soft, silver-white, cork-like, and peels off in layers.

MIMOSA NEMU (Albizia julibrissin). Also known as Silk Tree. Rapid-growing deciduous tree with fine, feathery foliage. Large heads of fluffy pink flowers are borne at the tips of the branches in May.

PARKINSONIA ACULEATA. Jerusalem Thorn. Narrow pinnate leaves, drooping from a spiny tree. Numerous bright yellow flowers in loose racemes in early spring and summer.

Flowering TREES



CORNUS FLORIDA



CALLISTEMON RIGIDUS (Bottle-Brush)



REDBUD (*Cercis canadensis*)



MELALEUCA LEUCADENDRA



MAGNOLIA STELLATA

Magnolias

AS SOUTHERN as mint julep is this aristocratic plant. Its thick, polished leaves and striking, sweet-scented flowers long ago earned for it a foremost place among the flowering trees grown by southerners. Both evergreen and deciduous varieties are grown; the evergreen ones are not hardy far north, but some of them, such as the Bull Bay, grow into glorious specimens in favored locations in the South.

Magnolias are not difficult to grow. They need a soil that is well supplied with leaf-mold and a location where they will be protected from strong winds. They are best transplanted in the spring before growth starts; pruning to improve the form of the plants may be necessary from time to time.

MAGNOLIA STELLATA. Star Magnolia. One of the finest of a fine family. Flower is pure white, and there are just enough of the star-shaped petals to make it appear semi-double. The plant is a low, bushy grower and seldom reaches a height of more than 10 feet. Early.



MAGNOLIA GRANDIFLORA

MAGNOLIA GRANDIFLORA. The great Bull Bay is a native evergreen which, when in a position it likes, sometimes reaches 80 feet, making a dark green pyramid on which will show, in places, the brown underside of some of the leaves. An impressive picture at any time, but when carrying its great white fragrant saucers, 7, 8, 9 and 10 inches across, there just isn't anything in the world to compare with it. The trees bloom three to four months in summer, over which long period one may enjoy these great creamy white saucers with their attractive stamen mass. The bloom is followed by oval seed pods from which the brilliant red seeds protrude.

M. SOULANGEANA. Deciduous Magnolia blooming before foliage appears in spring. Flowers large, tulip shaped, pink on the outside and white inside. Very prolific bloomer.

MAGNOLIA SOULANGEANA



MAGNOLIA GRANDIFLORA



ILEX OPACA (American Holly)

CORNUTA. Chinese Holly. A dwarf, compact Oriental variety with exceptionally dark, shiny foliage. Berries red, large and showy. A striking shrub for foundation plantings, lawn specimens or borders.

CRENATA. Japanese Holly. Another worthy member of the Holly family particularly suited to low plantings such as hedges and foundations. Crenata is a small-leaved sort, compact, medium slow-growing, and bearing black fruit. It is evergreen, entirely hardy, and makes a beautiful little border shrub.

CRENATA BULLATA. This new sub-variety of Crenata has small, roundish, glossy leaves. It is a dwarf grower tending to spread fan-wise as it grows larger. It may be pruned to suit individual tastes, and gives promise of immediate acceptance to the ranks of the all-too-limited class of hardy plants for edging and low hedges.

VOMITORIA. Yaupon Holly. A native evergreen Holly with small foliage, compact bushy head, and bright red berries produced in great profusion. This is one of our most desirable shrubs for foundation, border, and hedge planting. It may be kept sheared to any shape or size desired, and makes excellent specimens for formal planting.

HOLLIES

(ILEX)

THESE fine evergreen trees and shrubs are unsurpassed in beauty and in popularity by any of our broad-leaved evergreens. They succeed over a wide range of territory and have been extensively planted in nearly all portions of the United States. Hollies are very desirable at all seasons of the year, but especially so at Christmas when the berries are highly colored and at their best.



ILEX CRENATA

ILEX CRENATA BULLATA



ILEX OPACA

OPACA. American Holly. All our American Hollies are grafted from the finest selected strains of fruiting trees and are much superior to seedlings.

East Palatka. Foliage light green, of medium size, almost smooth and resembling Dahoon Holly in appearance. It is a regular bearer of immense quantities of bright red berries.

Howard. The most popular variety we grow. Foliage very dark and glossy, with some spines. Berries bright red and attractive. Excellent.



HEDGE OF ILEX VOMITORIA



ILEX CORNUTA



QUERCUS VIRGINIANA (Live Oak)

QUERCUS VIRGINIANA (Live Oak)

NOTHING can compare with the majesty of a full-grown tree. The cool, restful green foliage provides beauty on the lawn and a place for enjoying the air on a hot day. Trees also furnish the necessary protection from the sun that many garden plants require.

The evergreen Live Oak, often reaching a height of 60 feet, is the best shade tree for Central Florida. It has dark green leaves about 5 inches long, and its spreading branches furnish abundant shade. Beneath them a most attractive outdoor living-room may be arranged, where hot summer afternoons may be spent in comfort.

It is no longer considered necessary to plant saplings that you can never hope to see as full-grown trees in your lifetime. Modern tree-moving equipment and skilled workmen make it possible to move large trees with no risk, provided the usual care is given them after they are in their new location.

Illustrated here is a newly planted tree, showing how pruning is done to insure safe moving. A 14-inch tree will have 12 to 14 feet of top and root spread and with only a few inches of growth will make immediate shade and a fine effect.

To save a generation in planting shade trees, see us now and discuss your requirements. Plant today for TOMORROW—not fifty years from now.



VINES



BOUGAINVILLEA, CRIMSON LAKE



BIGNONIA VENUSTA (Flame Vine)

FLOWERING vines make graceful drapery over arbors and walls, and when used to conceal an unsightly spot can serve a very good purpose. On a porch they provide shade and privacy. Fast growing and colorful, they meet a distinct need in southern plantings. The number of vines available to the southern gardener offers a variety of effective uses.

ALLAMANDA HENDERSONI. An evergreen vine of dense habit. Large, dark green leaves with trumpet-shaped, deep yellow flowers.

A. NERIIFOLIA. Evergreen trailing shrub like the above but with larger leaves and blooms.

BIGNONIA VENUSTA. Flame Vine. Light green, pointed foliage. Dense clusters of tubular, orange-red flowers in late winter and early spring. Rapid grower.

BOUGAINVILLEA, AFTERGLOW. Dark green foliage with yellowish orange blooms.

B., CRIMSON LAKE. A very vigorous grower with distinctive dark green foliage and magnificent trusses of brilliant crimson flowers.

B. GLABRA SANDERIANA. Glossy green foliage and magenta-purple floral bracts, borne profusely.

FICUS REPENS. Fig Vine. The finest vine for covering masonry, walls, etc. Small rounded green leaves.

GELSEMIUM SEMPERVIRENS. Carolina Yellow Jessamine. Evergreen foliage and clusters of bell-shaped, yellow flowers in early spring. Very fragrant.

RHYNOSPERMUM JASMINOIDES. An attractive evergreen vine with beautiful dark green leaves and fragrant, star-shaped, white flowers.

TECOMARIA CAPENSIS. Cape Honeysuckle. Shrubby vine with bright, shining, pinnate leaves and terminal spikes of bright orange-scarlet flowers.

THUNBERGIA GRANDIFLORA. Sky Flower. Foliage large, dark green; pendulous racemes of large, lavender-blue flowers are produced continuously throughout the year.

WISTERIA. A deciduous, strong-growing vine. Purple flowers in large clusters in early spring.



THUNBERGIA GRANDIFLORA



YELLOW JESSAMINE

WISTERIA



PEAT

NATURE'S SOIL BUILDER

Peat is the partly decomposed and more or less disintegrated remnant of organic matter produced from the decomposition of vegetation covered or saturated with water. It is a fibrous, moisture-absorbing soil, acid in reaction and rich in carbon content.

Here in Central Florida where all our soils are to a great extent sandy, it is recommended that peat be used liberally in any planting, since it is of great value from several standpoints:

First, peat will absorb several times its own weight in water. Thus in our sandy soil it is of exceptional value since it holds moisture around the root systems until the plant can pick it up.

Second, it aids also in retaining the fertilizer applied, until it may be utilized by the plant. In sandy soils, the fertilizer will leach through the ground around the roots very rapidly and only a very small percentage will be picked up by the roots before it is gone.

Third, peat is decidedly helpful in growing most plants because it provides the acidity that they prefer. Azaleas, camellias, and gardenias absolutely demand acid soil. Our soil in Central Florida is alkaline by nature, and it is imperative to counteract the alkalinity by using peat.

Fourth, peat, being primarily organic, furnishes food for plants, which is absorbed and utilized in growth.

Fifth, peat is an ideal environment for microscopic organisms, and supplies some of the helpful bacteria which aid in plant growth.

Sixth, our peat bog has been tested by the Florida Geological Board of Survey and has been found high in quality and comparable to the peat formerly imported from abroad.

HOW TO USE PEAT

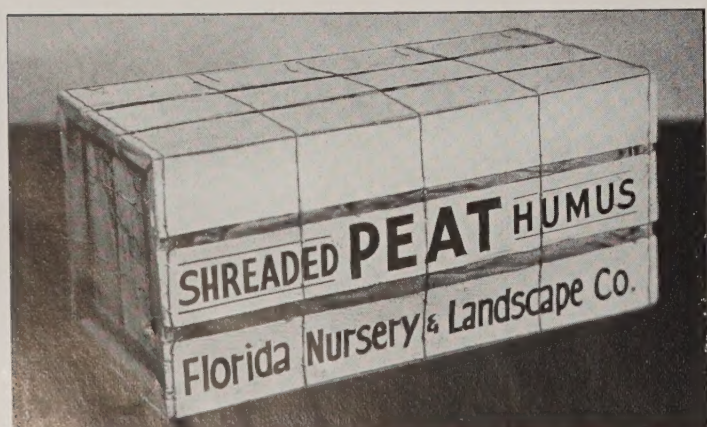
The superior grade of peat that we now offer to the home gardener has been shredded instead of ground. This leaves the fine, fibrous texture formerly available only in imported peat. It is an excellent soil builder and should be added when planting shrubs, trees, vines, palms, annuals, and perennials. It is absolutely required for camellias, azaleas, and gardenias.

In making lawns, it has been found that the addition of several inches of peat before planting will pay for itself by hastening the growth of the lawn and making fewer weedings necessary. The following scale will be helpful in determining the quantity needed:

- 1 cu. yd. covers 648 sq. ft. $\frac{1}{2}$ in. deep
- 1 cu. yd. covers 324 sq. ft. 1 in. deep
- 1 cu. yd. covers 162 sq. ft. 2 in. deep
- 1 cu. yd. covers 81 sq. ft. 3 in. deep

When planting trees, shrubs, etc., the shredded peat should be mixed with the top soil for filling in around the plant roots or ball at the rate of half peat and half soil.

When potting or repotting plants, it may be used 50-50 with top soil, or 50 per cent peat with 25 per cent top soil and 25 per cent leaf-mold (well-rotted leaves).



DO'S and DON'TS

For Planting Nursery Stock

NURSERY plants and trees are grown in two different ways: in the open ground or in pots, cans, tubs, or boxes. The latter are easily handled; if grown in the open ground, they are taken up either bare rooted or with earth held around the roots. Then they are called balled and burlapped (B&B).

Bare-rooted plants are moved only in the dormant season, but plants grown in containers may be moved at any time of the year. Balled and burlapped plants may be moved at any time except during July, August, and September.

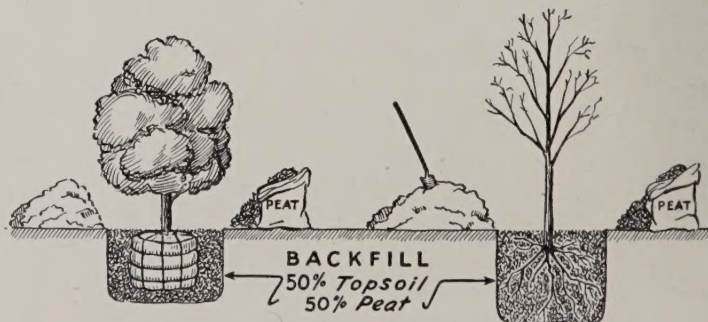
Below are some planting suggestions that may be helpful:

DO

1. Plant the shrub or tree just as soon as possible after its arrival.
2. Keep the plant in a cool, shady place until planted.
3. Keep well watered until planting is done.
4. Dig hole for the plant about three times as wide as the ball and twice its depth.
5. Prepare the soil before planting, mixing 50 per cent peat with the best top soil removed from the hole.
6. Leave the burlap fastened around the ball, if the plant is B&B. If the plant is in a pot, turn the pot on the side and tap it lightly until the plant slips out. If in a can, cut with an opener down opposite sides and lift the plant out with roots intact.
7. Be sure to pack soil firmly around the plant, thus preventing air pockets. Watering the plant liberally will help in doing this.
8. When planted, mulch with oak leaves or pine straw, to help hold moisture.
9. Keep watered well until plant is well established.
10. Fertilize your plants regularly and keep them in good condition, spraying them as needed.

DON'T

1. Leave the plant in the sun until you are ready to plant it.
2. Forget to keep the plant watered and in good condition until planted.
3. Just dig a hole the size of the ball, and set it in.
4. Use just the coarse sandy top soil in planting.
5. Use all peat in the hole around the plant.
6. Remove the burlap from the plant before planting.
7. Set the plant any deeper than it grew in the nursery row. This may be determined by the "earth collar" mark. On balled plants, the top of the ball should be at the ground level.
8. Leave any air pockets around the plant. After packing soil thoroughly around the plant, pour on water, and as it sinks into the earth, it will pack the soil in all the corners around the plant.
9. Forget to water the plant regularly. A newly transplanted plant needs more water and will need to have the foliage sprinkled to keep it from drying out.
10. Expect a plant to grow and thrive if you neglect and starve it. Keep your plants in good condition by fertilizing.



PLANTS for Special Places

Here are a few suggestions that may help you in the selection of plants most suitable for different locations. Plants may be selected from these lists with full confidence that they will adapt themselves to the conditions for which they are recommended.

PLANTS FOR FOUNDATION PLANTINGS

Arborvitae	Calycanthus	Ilex vomitoria	Palms, dwarf
Ardisia	Cupressus ari-	Jasmine	Pittosporum
Azalea	zonica	Myrica cerifera	Podocarpus
Bottle-brush	Elaeagnus	Nandina	Severinia
Camellia	Feijoa	Olea fragrans	Zamia

PLANTS FOR SHADY SITUATIONS

Ardisia	Hydrangea	Myrica	Podocarpus
Azalea	Ilex opaca	Nandina	Sansevieria
Camellia	Illicium	Ophiopogon	St. Augustine
Cestrum	Ligustrum	Palms	Grass
Elaeagnus	Liriope	Pittosporum	Viburnum
			Zamia

PLANTS FOR SEASIDE PLANTINGS

Allamanda	Elaeagnus	Lantana	Palms
Australian Pine	Gardenia	Ligustrum	Pittosporum
Bottle-brush	Guava	Liriope	Raphiolepis
Bougainvillea	Hibiscus	Myrica	Severinia
Crape Myrtle	Juniperus	Oleander	Yucca

PLANTS FOR HEDGES

Arborvitae	Lantana	Podocarpus
Bottle-brush	Ligustrum	Pittosporum
Camellia sasanqua	Myrica	Severinia
Juniperus	Oleander	
Ilex vomitoria	Palms	

Large-Sized Trees and Shrubs for Immediate Results

Very frequently our customers are interested in large-sized specimens with which to secure quicker effects from their plantings. We are able to furnish these in a number of different sizes and varieties, and we are prepared to move them with large balls of earth about the roots. We shall be pleased to furnish descriptions and prices on request. State size and kind desired.

PROPER DISTANCES FOR PLANTING

Oranges on common stocks	25 to 30 ft. each way
Oranges on <i>C. trifoliata</i>	18 to 20 ft. each way
Kumquats	10 to 12 ft. each way
Peaches	18 to 20 ft. each way
Plums	15 to 18 ft. each way
Japan Persimmons	15 to 20 ft. each way
Pears, Le Conte and Pineapple	25 to 30 ft. each way
Pears, General varieties	20 to 25 ft. each way
Grapes, Bunch varieties	8 to 10 ft. each way
Grapes, Muscadine type	18 to 25 ft. each way
Figs	12 to 15 ft. each way
Pecans	50 to 60 ft. each way

NUMBER OF TREES OR PLANTS TO THE ACRE

8 by 8	680	18 by 18	134
9 by 9	537	19 by 19	120
10 by 10	435	20 by 20	108
11 by 11	360	22 by 22	90
12 by 12	302	25 by 25	69
13 by 13	257	30 by 30	48
14 by 14	222	35 by 35	35
15 by 15	193	40 by 40	27
16 by 16	170	45 by 45	21
17 by 17	150	50 by 50	17



LIRIOPE

ORNAMENTAL GRASSES

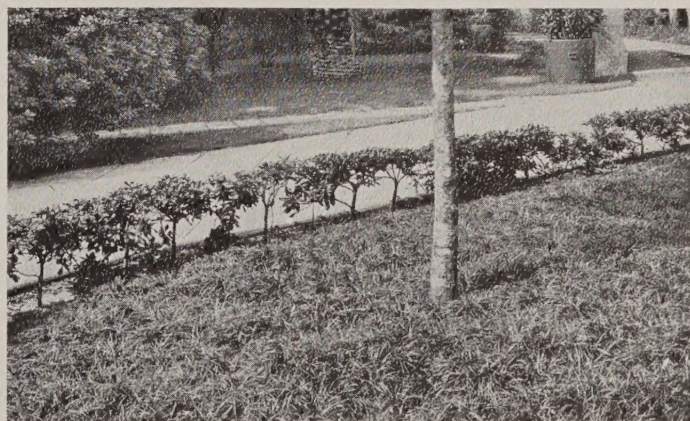
Ornamental grasses have a variety of uses. Their foliage, in varying shades of green, is desirable for mass and border planting, for combining with other plant material and for ground-covers and pot plants. We offer here the grasses most suitable for growing in this locality.

CORTADERIA SELLOANA. Silver Pampas Grass. A clump grass with long, graceful, gray-green foliage and large, silvery white plumes in the fall, often 2 feet long. Good in shrubbery borders and especially fine with massed clumps of bamboos and other ornamental grasses.

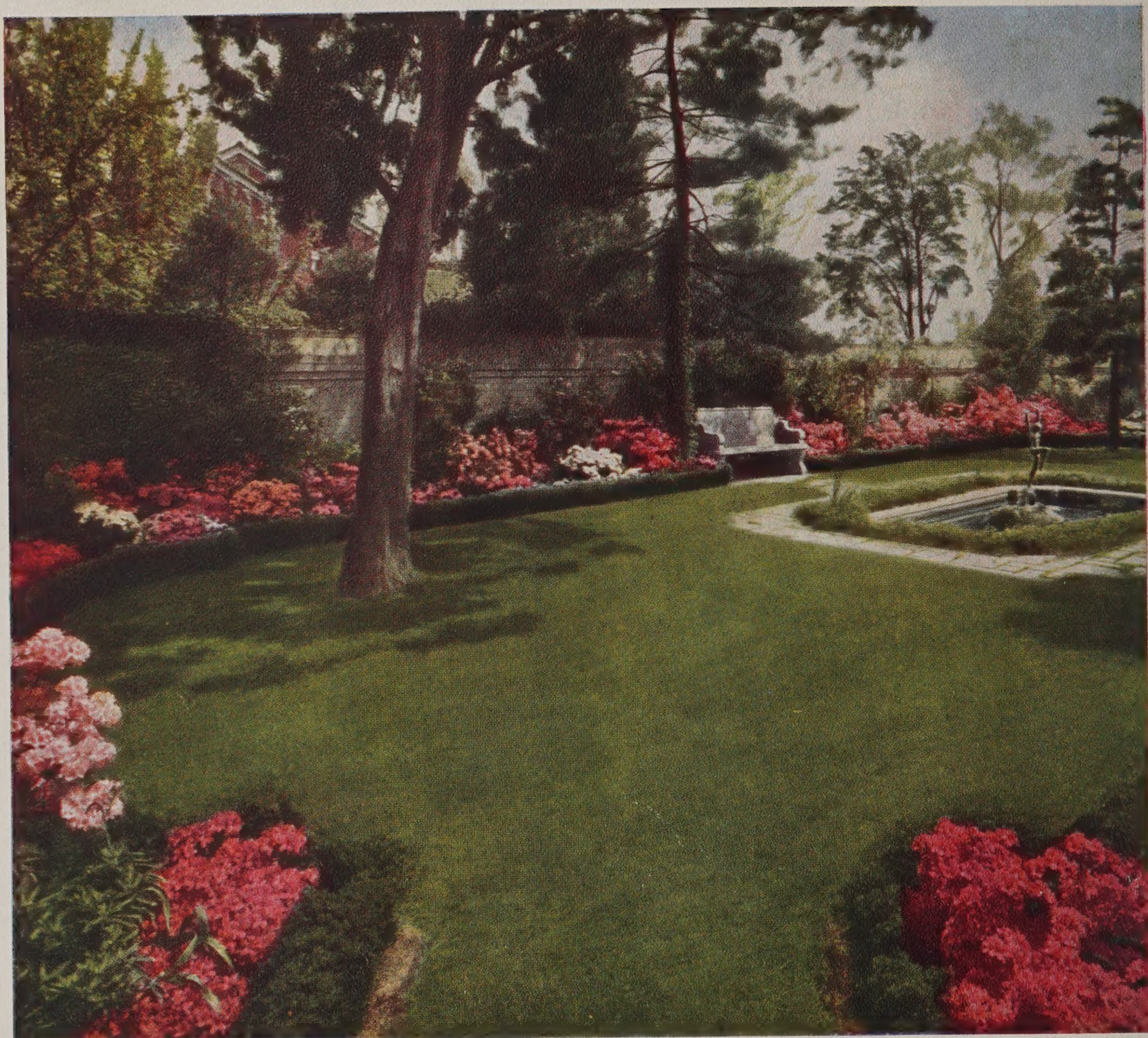
CYPERUS ALTERNIFOLIUS. Umbrella Grass. Tall round stems topped with umbrella-like expanded foliage. Very effective in naturalistic pool plantings and is also used as an aquarium or pool plant. May be grown as a house plant if it is kept quite moist. A most unusual and pleasing plant.

LIRIOPE GRAMINIFOLIA. Low-growing grass for the border. Rather broad, dark green foliage and clusters of lavender flowers resembling the grape hyacinth. Recommended for edgings, ground-cover effects, and for planting in shady places where it is difficult to make plants grow.

OPHIPOGON JAPONICA. Low-growing grass with very narrow, dark green leaves. Used as a ground-cover for shady spots or for low borders. Evergreen. The maximum height is 8 to 10 inches and the plant stands dry conditions well. It is popular for formal edgings for walks and beds.



OPHIPOGON JAPONICA



PLANNING your garden is like painting a picture. The attractive garden above reflects good taste in design, in treatment, and in color effect. Primarily planted with Azaleas and a few Camellias for early bloom, it presents a colorful picture during the spring months. Even after the blooming season is past, it produces a cool, lovely effect in shades of green.

FLORIDA NURSERY & LANDSCAPE CO.

LEESBURG, FLORIDA

Branches: OCALA, ORLANDO and GAINESVILLE

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